

## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.



62.77

1924

# What's Back of Your Crop?

**COKER'S  
PEDIGREED  
SEED**  
BLOOD  
WILL TELL

## **COKER'S PEDIGREED SEED**

*Spring  
1924*

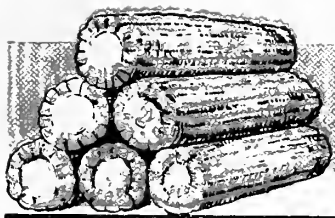




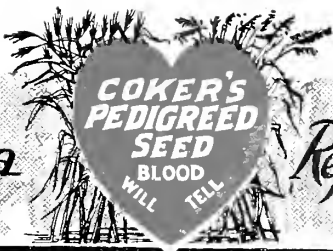
**THE RED HEART MEANS  
BIGGER CROPS, BETTER  
QUALITY, MORE MONEY**



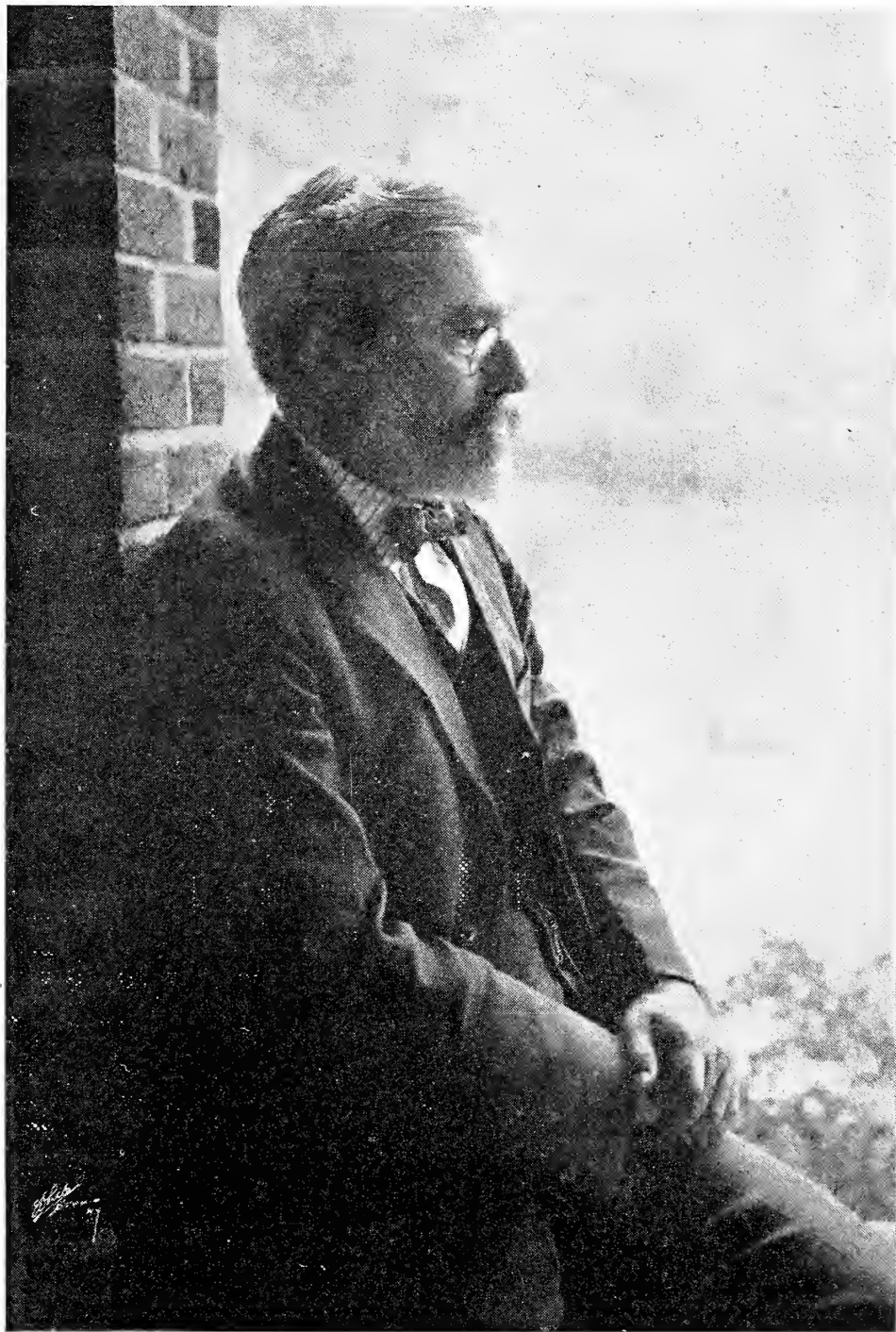




*Seed with a*



*Reputation to Uphold*



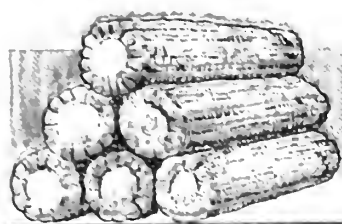
### DAVID R. COKER

The customers of Coker's Pedigreed Seed Co. are entitled to know something of the record of the man who established this business and has continuously managed it. We are, therefore, publishing the following extract from "Who's Who in America."

"Coker, David Robert, plant breeder; born Hartsville, S. C., Nov. 20, 1870; son of James Lide and Susan (Stout) Coker; A. B., U. of S. C., 1891; Originator of varieties of staple cotton very widely planted in South Carolina and Mississippi; President J. L. Coker & Co., merchants; President Coker Cotton Co., Pedigreed Seed Co.; director Federal Reserve Bank of Richmond, Va.; Mayor of Hartsville, 1902-4; chairman South Carolina Council Defense—World War, also Federal Food Administrator for South Carolina; member National Agricultural Commission to Europe, 1918; Trustee U. of S. C., and Coker College for Women; Awarded McMaster medal by U. of S. C.; Democrat; Home: Hartsville, S. C."

Mr. Coker is now serving as a member of the South Carolina Land Settlement Commission and is a member of the Executive Committee of the National Boll Weevil Control Association. He has just been elected for the fourth time a class B Director of the Federal Reserve Bank of Richmond.





*Seed with a*



*Reputation to Uphold*



## HAS AN EFFECTIVE AND SATISFACTORY METHOD OF WEEVIL POISONING BEEN EVOLVED?

At the very beginning of this article we are going to answer the above question in the affirmative. The thing now needed to be done is to put this method into universal practice.

The scientists of Coker's Pedigreed Seed Co., have for the past three years devoted a large proportion of their time and attention to boll weevil control. They gave the Government dusting formula a series of thorough trials, but were forced to the conclusion that although it possessed features of undoubted merit, controlling the weevil admirably under certain conditions, the expense for materials and machinery, the requirement of night work and careful judgment in application, and the damaging effect of the occasional infestations of plant lice following its application, make this method impracticable for general use and therefore not a solution of the problem of the weevil.

Our investigations and the practical experience of many thousands of farmers in the eastern belt have revealed a method at once cheap and simple. In our judgment the solution of the whole problem of boll weevil control lies in the immediate and universal application of this method, for, while its use insures fair yields to each individual user it must be put into universal use to become a complete solution of the problem.

Each annual crop of boll weevils is propagated by the comparatively few individuals which come through the winter and emerge in the spring to lay their eggs in the early form or squares. A method of reducing these early weevils to a very small per cent of those which survive the winter will delay the increase of the new crop of weevils about one generation or about one month, which will allow ample time for a fair crop of cotton to be produced.

The method was carefully described in our last year's catalogue and we quote verbatim:

"Shortly before the first squares appear, apply to the terminal buds of the young cotton three or four drops per plant of a mixture of one pound of calcium arsenate, one gallon of water, one gallon of cheap molasses. Thoroughly mix the calcium arsenate with the water before adding the molasses and apply with small cloth mop or with long necked quart bottle with small opening in cork. We especially recommend the bottle method because the amount can be absolutely regulated, the drops of liquid can

be shot into the bud with some force and the plunging motion necessary to discharge the liquid keeps the mixture thoroughly stirred. Repeat the applications weekly until the end of weevil emergence, which will be about June 5th, in the southern part of the belt, and at least one month later along the upper limits of cotton production. Applications beginning the last of May and continuing until the last of June were found very effective in this section last season. If the mixture is promptly washed off by rain, it should be reapplied at once. Four to six applications should be sufficient to take care of the entire crop of over wintered weevils. About one gallon of the mixture is sufficient to cover one acre and one hand can apply to 4 acres per day. The entire cost of the materials for the early season applications should run from about 60 cents to \$1.25, depending on cost of materials and number of applications necessary. No applications of poison after the end of the period of weevil emergence would be necessary if the above recommendations should be put into universal effect, for the period of weevil migration would be postponed for at least thirty days from its usual time and they would do little damage when they finally arrived in force."

The experts of the Florida Plant Board made a thorough test of the effect of a calcium arsenate-molasses mixture for the destruction of early weevils and found it more quickly effective than the application of calcium arsenate in dust form. Numerous cage tests conducted by our experts here gave the same results and in addition the molasses method was found much cheaper.

In our judgment the molasses method of early boll weevil poisoning is the only one that can be put into immediate and universal effect because it is cheaper than any other and because it is so simple as to be easily understood by the most ignorant cotton producer.\*

Our complete confidence in the method of weevil control which we recommend is based upon the fact that we have been eminently successful with it for two years. In 1922 we produced over two-thirds of an average crop during the wettest season that this section has ever experienced. In 1923 when we had a favorable June and July but a very wet August, we



made very nearly a normal crop, producing over one bale per acre on our best lands. We did some late poisoning by various methods after the migrating period in both years. We found late poisoning with a liquid sweetened spray quite effective in 1922 when we had dry weather following its application. In 1923, however, we got no tangible results from late poisoning, although we did secure some reduction in infestation on a plot which was thoroughly dusted.

Some objectors will say, "Universal action cannot be secured, therefore your method will not work." We reply, "It will work better than any other method and insure a fair crop whether universal action is secured or not." It produced us fair crops during the past two years although there was enough unpoisoned cotton within a few miles to insure the usual migration during the first week in August. But there is no question in our minds that universal action can be secured within two years if all agencies interested in cotton production will get squarely behind this sim-

ple and cheap method. Cotton farmers in large sections now use the same practice in many particulars. For instance, there is scarcely an acre of cotton planted in South Carolina without an application of acid phosphate. Another objection which may be raised is that the supply of molasses will be inadequate. Our answer is that if molasses gets too high, use applications of 3 to 4 pounds of calcium arsenate dust per acre.

Thousands of farmers in the eastern cotton belt used our recommendations during the past two years with great benefit and we are thankful that we have been able to be of service to so many. The bounds of this article will not allow us to set down in detail the great amount of experimental data on the subject of weevil control which we have accumulated but we will be glad to make it available to any investigator who will take the trouble to come here and go over our records.

\*NOTE—The Florida method accomplishes the same results but has proved more expensive in our experience and besides we do not believe that the average tenant farmer can be induced to remove the first crop of fruit from his plants.

## Aids (Other Than Poison) To Boll Weevil Control

**First, Varieties.** Certain varieties are much better adapted for growing under boll weevil conditions than are others. One is needed which will set fruit rapidly early in the season and mature the bolls quickly beyond the point where weevils puncture them. Among the varieties which have stood up best under weevil conditions are Cleveland Big Boll, Delataype Webber, Lightning Express and Foster.

**Second, Stands.** It is tremendously important to secure a thick stand of cotton, for a few bolls per plant will mature before the migration period if early poisoning has been properly done and this will give you a crop if a thick stand has been secured. Thick stands can be secured by planting seed of high germination and by delaying planting until the moisture conditions are right and the soil is warm. Thin to 2 or 3 plants per hill, hills 12 to 18 inches apart on rich land, the poorer the land the more plants necessary. In both 1922 and 1923 we secured our best yields from cotton planted after April 15th, which is a week or ten days later than the average planting time in this section. Cotton planted in late April in this section usually germinates promptly and grows off rapidly, whereas earlier plantings frequently encounter cold, wet weather, and fail to give stands. We had one acre of Lightning Express planted May 10th on light, sandy soil which produced 1764 pounds of seed cotton, completely maturing its

crop before the boll weevil migration started in early August.

**Third, Fertilizers.** Every acre of cotton in the eastern belt should have an ample ration of acid phosphate (300 to 500 pounds per acre on most land.) Ammonia and potash should be regulated according to the needs of the soil, very little ammonia being needed on rich, growthy soils, and much on light or poor soil. It is advisable to use a little nitrate under the plant to hasten early maturity. Nitrate of soda and sulphate of ammonia are very satisfactory forms of ammonia. No ammonia should be used later than the beginning of the fruiting period, except on very light soils. Potash is not needed at all or in very small quantities on clay soil. A good quantity should be used on all soils that have a tendency to rust and on all light, sandy soils. Excess quantity should be used on all soils that have a tendency to delay maturity, while phosphoric acid hastens the maturity of the crop.

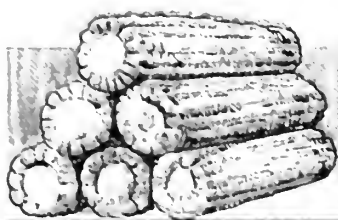
**Fourth, Stalk Destruction.** Green cotton stalks should be destroyed and plowed down several weeks before the first killing frost. To enable this to be done, uniform, well bred, early maturing varieties of cotton must be used and no more acreage planted than can be promptly harvested.

**Coker's Pedigreed Seed Co.,**

**By David R. Coker, President.**



Four



*Seed with a*



*Reputation to Uphold*



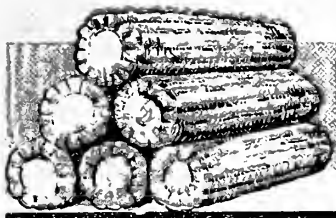
What's Back  
*of*  
Your Crop?

***COKER'S***

*No Crop Can Be Better  
Than its seed*

*or*

?



*Seed with a*



*Reputation to Uphold*



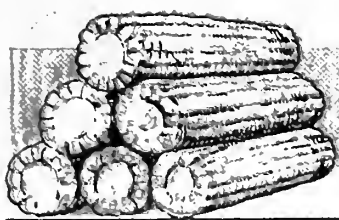
## WHAT'S BACK OF YOUR CROP?

Undoubtedly your planting seed. Do you know absolutely that they are high in germination, well bred, of proved capacity to produce high yield and high quality? If not, you are building on an insecure foundation and all your plans for a profitable year's farming may come to naught. A sound and permanent agriculture must be built on a solid foundation and seed is the very bedrock of agriculture.

For more than twenty years we have been studying the science of seed breeding. Year by year our experts have become more expert and our methods and products have improved. Our work is known and respected not only by all well informed agricultural leaders in the South, but by many in foreign countries. Our export business is constantly growing. One of our varieties of cotton proved superior to all others in Mesopotamia and has been adopted by the British Government for planting there.

Our regular customers know what is behind *their* crops and many have harvested year by year an increased profit by building on the solid foundation of the Red Heart.





Seed with a



Reputation to Uphold



## BREEDING COKER'S SEED *An Interesting Story* (EXAMPLE—*Cotton*)



The first step in cotton breeding is to secure the purest seed of that variety that is suited to varying conditions and has been producing a high yield per acre, both in fields and in variety tests. A bushel or a bag of these seed will be sufficient.

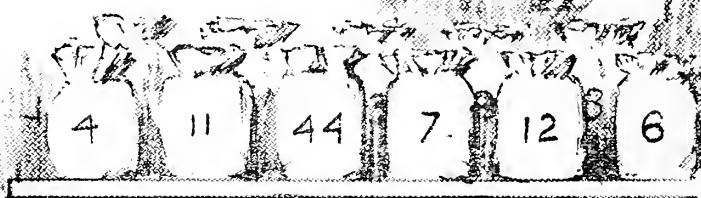
These seed are then planted in an isolated field in hills uniformly spaced, preferably in checks, and thinned to the one best stalk in the hill. When planted this way, each plant will have the same start in life, the same chance to express itself, to show what its make up is.



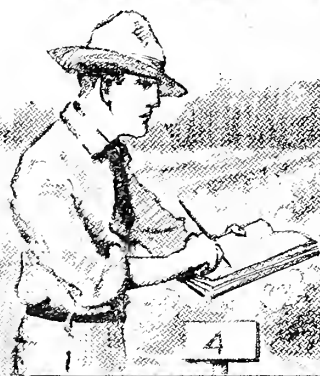
The plants are carefully examined during the growing season and those that are making the best use of their opportunity, making cotton "while the sun shines" are marked with strings. After the crop has started opening all of these plants are again examined and the strings removed from all that do not come up to standard in yield, size of boll, earliness, length, uniformity, strength and per cent of lint.



All the remaining stringed plants are then picked, each in a separate paper bag, given a separate breeding number and careful records made. Each plant is again carefully examined in the laboratory, ginned separately and the best are planted the following year in a plant-to-row test, the seed of one plant to each row, the object being to determine which plants breed true and produce the highest yielding, most uniform progenies.



Records are taken during the growing season on each row, as to vigor, date of first bloom, rapidity of blooming, date of first open boll and rate of opening. Determinations are then made as to size of boll, per cent length, uniformity and character of lint. Selections are made from the best rows to continue the breeding after which each row is picked separately, weighed and the five to ten best rows saved for increase.



The following year seed of each of these select rows are grown in separate increase plots and some seed retained and planted in a variety test. Here they will be grown side by side under uniform conditions in competition with many varieties and strains of cotton. All the progenies are discarded that autumn except the two or three that produced the most net dollars per acre.

These are grown in larger increase plots the next year and some seed of each again planted in variety tests. Of their variety test record all will be discarded that fall but the one best progeny which the following year will be grown in larger increase fields and seed offered to our customers as a new pedigreed strain. It is descended from the one best plant of a large number of good plants selected five years previous. Its yield record is its pedigree.







## OUR FREE SERVICE TO SOUTHERN AGRICULTURE

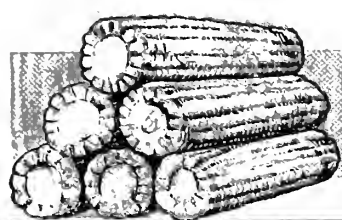
### We Are Trying to Serve Southern Farmers

- |   |   |
|---|---|
| <p>I By furnishing an object lesson in our plantations at Hartsville of the value of plant breeding as an aid to profitable farming;</p> <p>II By illustrating there the practical value of good culture and well adapted farm machinery;</p> <p>III By conducting valuable experiments with new crops and rotations;</p> <p>IV By conducting distance tests and fertilizer tests to determine proper spacing and fertilizer requirements;</p> <p>V By illustrating the value of pure bred Dairy cattle, good pastures and Dairy methods;</p> | <p>VI By testing various methods of boll weevil control and advising as to the one we have found most practicable and efficient. (Thousands of dollars and the time of several of our best men have for two years been devoted to this work);</p> <p>VII By cooperating with the Extension Service and the Department of Agriculture for the improvement of Agricultural practice;</p> <p>VIII By giving time and thought to the individual problems of many farmers and then advising them without cost. (Thousands of farmers visit us here and get the benefit of this service.)</p> |
|---|---|



Strikingly Early Progeny in Our 1922 Plant-to-Row Test of Deltatype Webber.





*Seed with a*



*Reputation to Uphold*



## EXTENT OF OUR BREEDING WORK

The extent of our breeding, testing and experimental work cannot be appreciated even by our friends who visit us regularly one or twice a year, as they, at best, can only go over a small part of the work. We would like for all who buy seed from us to know just how that seed has been bred and the fact that we are doing a vastly greater amount of cotton breeding work than any other seed organization in the country. For example: Each strain is descended from the best single plant of a great number of good plants (300-1000) which were selected from that particular variety. These were cut down to the best 200 plants after carefully working each plant separately in the laboratory and ginning each separately. They were then planted side by side, on uniform soil with the same amount of fertilizer and the same number of hills to row, and thinned carefully by hand to the one best plant in the hill. Careful records were kept on each row during the growing season, and the early blooms and open bolls counted at intervals to give a measure of earliness. Each row was harvested separately; weighed, size of boll, lint length, per cent and yield determined; and only the 5 to 10 best rows were kept for increase. These were ginned separately and planted in separate increase blocks the following year and some seed of each put

in the variety test against a large number of good varieties. Only the 2 or 3 that produced the most money per acre were saved, increased again and put in a variety test the following year. Then the one best strain was saved, increased another year and sold as a new pedigreed strain. Thus it traces to the one plant which was the best plant out of a large number selected five years back. This process is continuous. We select a large number of the best plants from the best every year, which will all be discarded within 5 years except the seed descended from the plant which has repeatedly proved its ability to produce the most dollars.

We are not breeding one variety of cotton only, but many, so as to be able to give any grower the very best strain of the variety that he prefers. For example, during the past year we had 1527 individual plants of cotton planted in plant-to-row tests. Of these 253 were Cleveland,



**The sign of quality  
in cotton circles**



**Lightning Express, Strain No. 3., growing on badly infected wilt land—center. Hartsville wilt resistant to right. Row of Deltatype (non wilt resistant) extreme left.—Practically all dead.**



## EXTENT OF OUR BREEDING WORK

202 Deltatype, 134 Lightning Express, 116 Harts-ville, 94 Webber 49, 55 Foster, 200 Lone Star, 323 selections from 2nd and 3rd generation crosses and 150 wilt resistant selections from Dixie, Council Toole and Webber 49. In the crosses we are trying to combine the most desirable characters of different cottons and produce new varieties better than either parent. As a necessary supplement to our breeding work with cotton, we conducted three variety tests—one on wilt infested land, one to test recent selections against parent strains, and the main test that included 93 different varieties and strains of cotton and 47 check rows, or 140 rows repeated four times, a total of 560 test rows. In addition we had a carefully planned, accurately conducted distance test of cotton, and completed in 1921 a six year fertilizer test with cotton in which the respective plots had the same treatment for the six consecutive years. This test was conducted to determine the best form of phosphate fertilizer to use and the proper amount per acre. In addition we had comprehensive boll weevil experiments to determine the best practical methods

to use in growing cotton under weevil conditions economically.

We use the same careful scientific methods in our corn breeding work, selecting the best ears in the fields which are planted in test rows, two  $\frac{1}{2}$  acre rows from each, one  $\frac{1}{2}$  acre row from each ear being detasseled, the seed from these highest

yielding detasseled rows producing our new strains. Thus we get seed from high yielding lines whose yielding ability has been stimulated by outbreeding. This year we had 276 ears from our Garrick, Williamson, Ellis and Golden Dent in tests, or 552 test rows. To see what we are accomplishing in our corn breeding work, carefully conducted variety tests are planted each year.

Our small grain breeding and test work, started in 1908, has grown until today it exceeds that done by any commercial seed breeders, and we doubt if it is exceeded by any Southern Experiment Station. In 1923 we had over 2100 rod rows devoted to our oat, wheat and rye breeding tests and experimental work. For example our variety test of oats included 75 different varieties and strains, wheat 45 varieties and strains, and rye 11 strains of Abruzzi. These tests were all repeated 8 times with check rows of a standard variety to check on soil uniformity. In addition we had a rate of seeding test with oats, the rates varying from  $\frac{1}{2}$  to 3 bushels per acre. We also had many plant progenies. Our Prof. J. B. Norton had over 600 first, second and third generation progenies of oat and wheat crosses planted, many of which are extremely promising. In these he is working for greater yield, cold resistance, and brighter color—varieties that will produce greater net profits. Professor Norton is one of the foremost scientists in the country, a grain and asparagus expert and the developer of the modern method of grain breeding, used by us and all modern plant breeders throughout the country. Prof. Norton is also the originator of the Mary Washington asparagus, which is conceded by all growers to be by far the best variety ever bred. He also bred the Washington strain which stands 2nd only to the Mary Washington in importance.

Professor Norton has many interesting trial plots of new lawn and pasture grasses, also many new legumes. One of his greatest finds is the Kobe Lespedeza, all descended from a single plant gotten by him from Kobe, Japan, when he was agricultural explorer for the United States Department of Agriculture in 1919. For full description see page 30 this catalogue.

In addition we have extensive breeding experiments and tests with sweet potatoes and sorghums.

Come to see us and we will be glad to show you any of our records and as much of the field work as you have time to see.



**Look for the Red Heart. "Blood Will Tell".**



Plant-to-row test of Lightning Express 1920, from which our Strain No. 3 is descended.





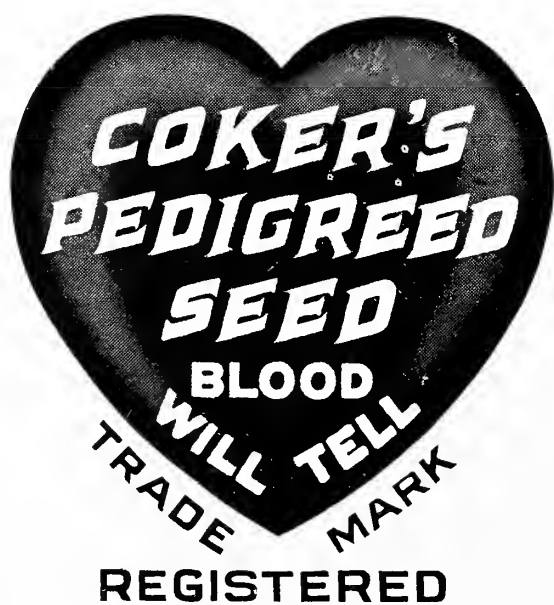
## BREEDING, GROWING AND TESTING, ALL NECESSARY FOR YOUR PROTECTION

A bushel of seed contains many thousand individuals. If sound and vital, each has the capacity to produce a plant. A bushel of cotton seed contains from 90,000 to 200,000 separate seeds and a bushel of wheat about 800,000. Our customers may be assured that practically all the seed in every bushel bought of us will come up and make healthy plants if Nature does her part in furnishing the necessary warmth and moisture. Our seed are not only bred by experts and grown under good conditions, but they are carefully graded on

machines which take out the light and immature seed. All planting seed are tested for germination and small seed which do not germinate 90 per cent or above are not sold for planting.

Every dead seed contained in your planting stocks is a positive injury for it causes you to miss a perfect stand. We sell nothing but pure, scientifically bred seed that have been recleaned, separated, tested for germination and stored in a way to insure the most perfect results when planted.

**The Red Heart Means  
90 to 98 per cent.  
Germination**



**It Isn't Coker's if It  
Hasn't The  
Vitality**

### THE IMPORTANCE OF HIGH GERMINATION

The writer has traveled this season thousands of miles through cotton fields, but has seldom seen a perfect stand of cotton. Best yields cannot be secured under boll weevil conditions without full stands, two or three stalks to the foot on medium to poor land and one or two stalks to the foot on the best types of soil. In most sections the cotton did not average more than one stalk to two feet of row. There are several elements necessary to secure a good stand. Most important of course is that of vital, high germinating seed. Do not buy low germinating seed. You are whipped before you start if you do. Seed of 75 to 85 per cent germination are probably worth nothing as compared to seed of 90 to 95 per cent germination for the difference in yield between a poor or medium stand and a good stand may mean a difference in out turn of \$25.00 or \$50.00 per acre.

We are convinced that many farmers plant too early and thus secure poor stands even when they have good seed. During the past two years we have gotten much better results in stands and total yields on those fields which we did not plant until the ground was thoroughly warm and all conditions favorable.

Wet weather over a large part of the belt has ruined a large proportion of the planting seed. **Don't take** planting seed germinating under 90 per cent if you can get better seed.



## OUR REPUTATION--HOW IT EFFECTS YOU

Reputation is an item generally looked upon as intangible and generally under-estimated by the farmer as of indefinite value. The reputation of Coker's Pedigreed Seed and of Coker Pedigreed Seed Company's Seed Breeders, as represented by the Coker Red Heart, is a very concrete one, however, and has a very definite value for the farmer, so definite in fact that it is not at all difficult to figure what it is worth.

After many years of experience in Seed Breeding and Experimental work, and in an effort to improve farm conditions, our name has long since been established in the minds of the farming public, in a position of unchallenged leadership. A very large proportion of the Pedigreed Seed planted in the Southern States for the last ten years has been Coker's Pedigreed. So well established is Coker's Pedigreed Seed Company in the minds and hearts of thousands of farmers, that they have become regular customers and buy regularly each year. So excellent have been the records of performances of our seed that they will be found quoted in practically all Southern Agricultural records where the leaders are shown.

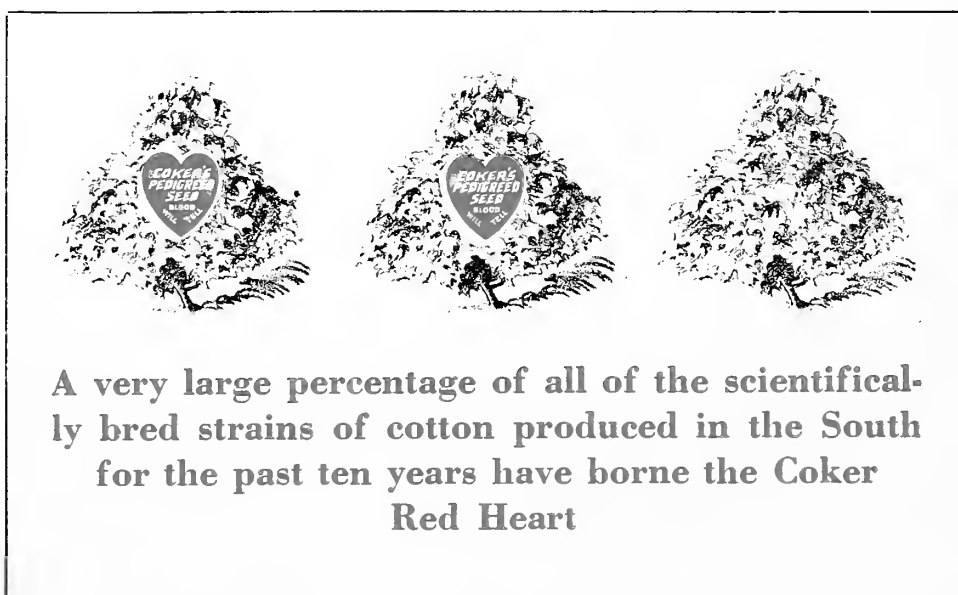
With such a reputation established and having won the confidence of so large a part of the farming public, it is clear that Coker's Pedigreed Seed Company has a reputation to uphold. In the production of faulty seed, in the use of exaggerated statements, in the furnishing of anything but the best service, Coker's Pedigreed Seed Company has nothing to gain and everything to lose. In upholding a reputation their services and their pro-

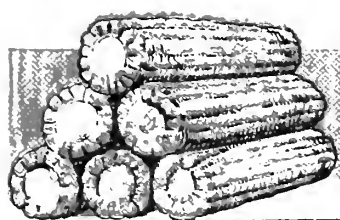
ducts must be beyond reproach, effective to the degree of satisfaction.

With our position as leaders in Southern Agricultural thought, it is safe to assume that our efforts will always be for the interest of the farmer. Coker's Pedigreed Seed Company's product and service will continue to be as near perfect for the standpoint of real money value as science can make them and as nature will permit.

The farmer in buying from us may always feel assured that he is receiving all that it is humanly possible for expert plant breeders to put into seed. Our reputation will not permit us to vary from this standard.

The southern farmer needs above almost everything else to realize that plants as well as animals vary greatly in productivity as well as in quality and that his seed must be descended from plants of tested productivity and quality if he is to get high yield and high money value in his crops. Farm profits can easily be increased at least ten per cent on any farm by regularly using scientifically bred seed for all crops.





*Seed with a*



*Reputation to Uphold*



## WHY "COKER'S PEDIGREED?"

FIRST, Because of the twenty-eight years agricultural experience and the twenty-one years plant breeding experience of the man who made "Coker's Pedigreed" the synonym for honesty and scientific accuracy.

SECOND, Because a generation of experience and a generation of reputation is back of every bag which bears the Red Heart Trade Mark.

THIRD, Because you literally take your financial life in your hands when you pitch your crop and cannot afford to run an unnecessary risk in laying the foundation for your year's crop.

FOURTH, Because you can reasonably count on increased yields and highest money values from the product of our seeds.

FIFTH, Because you will take pride and pleasure in watching the growth of crops which are uniform and highly productive.



**Plant of Pedigreed Coker-Cleveland  
Strain No. 3**  
*(See description on Page 23.)*



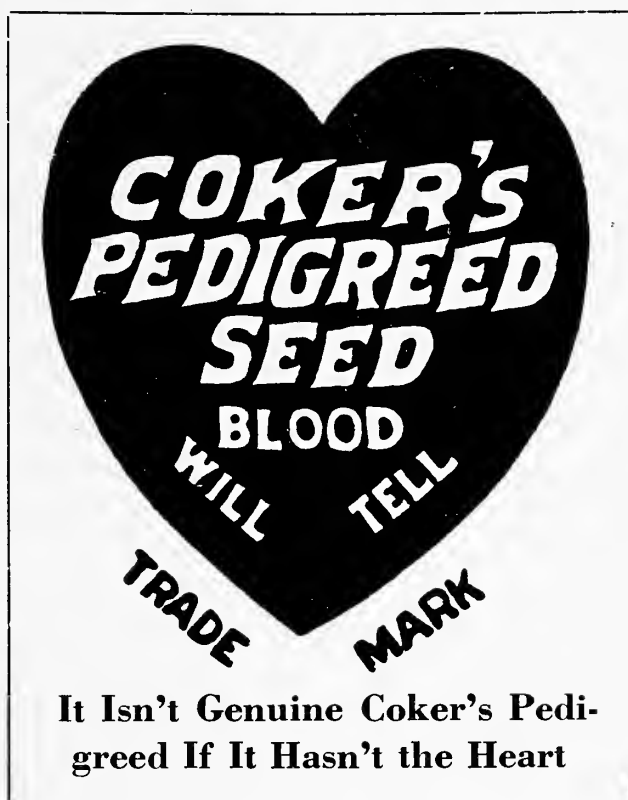
## IT'S EASY TO TELL IF IT'S COKER'S PEDIGREED LOOK FOR THE RED HEART

Coker's Pedigreed Seed are sold only under our registered trade mark and official O. K. as reproduced below. This Company has been in operation ten years, but the pedigrees of nearly all of our special strains and varieties date back to the original breeding work conducted by our President for many years before the formation of this Company. The pedigree of the Webber cottons is really continuous with that of the Columbia cotton bred by Dr. Webber while in the service of the National Department of Agriculture more than twenty years ago.

Our success has stimulated the formation of numerous other companies that claim to supply pedigreed seed. To all these who are doing honest scientific work and distributing seed with genuine pedigrees we wish success. We have often been unable to meet the southern demand for our seed and believe that legitimate competition is the life of trade. An ample supply of pure pedigreed seed and the accumulation of adequate and accurate agricultural knowledge by careful experimentation are absolute essentials to the success of agriculture.

Some companies, however, are selling what is claimed to be pedigreed seed of the varieties we have originated. Some are using names, trade marks, and literature which are more or less similar to our own and which have caused confusion in the minds of some of our customers. We think that most of our customers will detect any efforts to capitalize on our reputation and will unanimously condemn any practices which do not conform to the highest ethics of trade.

We call especial attention to the fact that the new strains of our varieties are put out each year under advanced numbers indicating new strains and progress in breeding. **Our competitors offering seeds originated by us are of course selling stocks from our older strains** which do not equal our newer strains in pedigree or performance record and which, even if raised under the best conditions, have begun to deteriorate in some of their characteristics. You can secure the latest and best fruits of our scientific work only by buying each year some seed of our newest strains.



**Our seed are all sent out in bags labeled "Coker's Pedigreed Seed" and bearing our registered trade mark.** All of our Pedigreed seed also bear the O. K. tag of our President and are officially sealed before leaving our warehouse. No seed is genuine "Coker's Pedigreed Seed" unless it bears our official O. K. under seal and our registered trade mark. Do not be deceived. Insist on having genuine Coker's Pedigreed Seed.

### BUY YOUR SEED FROM HEADQUARTERS

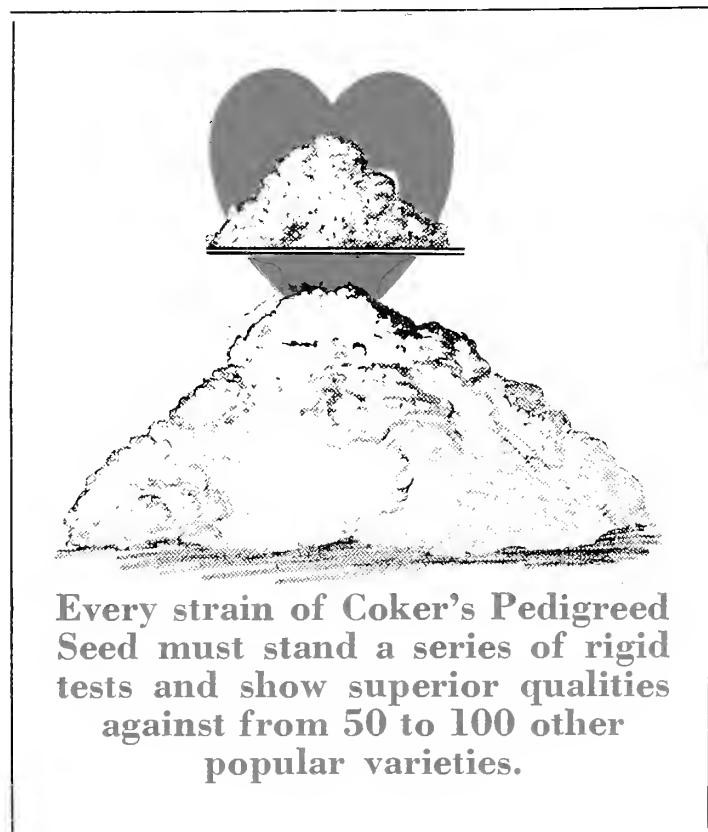
Seed of all grades are offered. Bad to poor; good to best. There is but one best—the kind that are scientifically bred for highest qualities—the only kind we offer. Your crop cannot be better than the seed you use. Do not take a chance. **Buy Your Seed Direct From Headquarters.**







## MR. COKER'S VIEWS ON THE TWO GREATEST NEEDS OF SOUTHERN AGRICULTURE



After twenty-seven years of intensive study of Southern agricultural problems, I have come to the conclusion that Cotton Belt agricultural vitality needs the wide distribution of two items of information to insure a profitable and safe system of farming which will enable the farmer to acquire a home farm and retain it permanently. Many other important points there are, but these two are the very basis of a restored and rejuvenated agriculture and must first be understood and put into general practice.

The first of these points is that scientifically bred seed are necessary in every crop for maximum production, best quality and highest money return.

The average farmer knows that the calf from a cow producing 1000 pounds of butter fat per annum, is pretty sure to be a high producer and that the calf from a cow producing 150 pounds is likely to be a poor producer. Many do not realize, however, that where the plant breeder selects 200 plants of a variety

and plants 200 separate rows under uniform conditions, he is even surer of results than the animal breeder and within four years can distribute seed from the one best row to many thousands of acres and benefit many farmers by increasing the yield and money value of their crops.

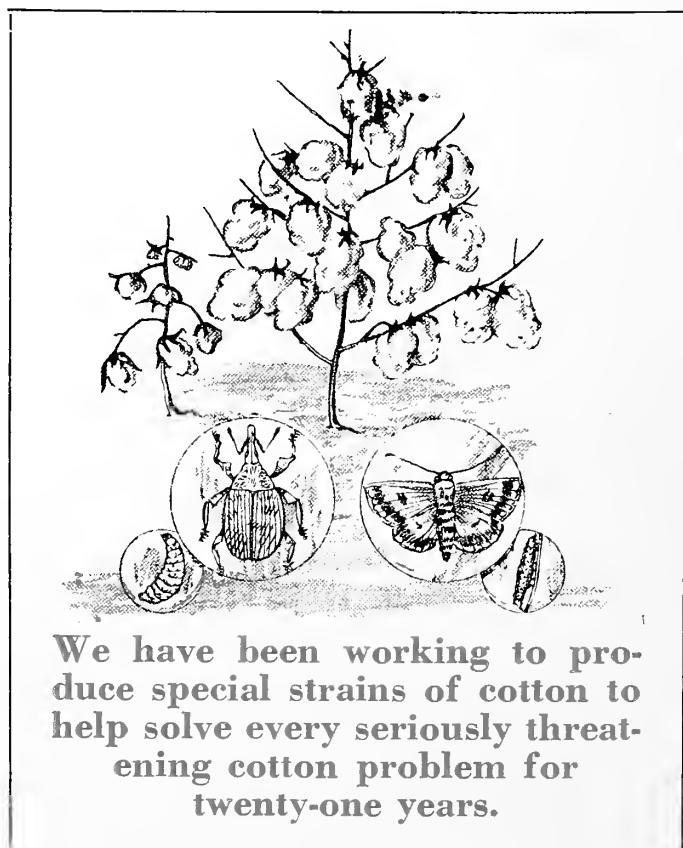
The second vital point which needs to be generally understood is that when well adapted varieties are used **the boll weevil can be controlled by cheap and simple methods within the reach of every farmer**, to the extent that fair cotton crops can be produced under nearly any weather conditions.

Coker's Pedigreed Seed Company has demonstrated the value of both of these ideas. Thousands of farmers saw our crops after the very wet summer of 1922 and after the very dry summer of 1923 and can testify that our simple and inexpensive method of weevil control, produced excellent crops during both seasons.

A prominent farmer and business man from North Carolina who brought three parties of farmers to our farms last summer and fall, volunteered the statement that the information gained here would be worth one million dollars to his county.

Information gathered by our scientific staff at an expense of many thousands of dollars, is being distributed to the farmers of the Cotton Belt without cost. If our great expense in time, labor and money proves of wide benefit to Southern agriculture, I shall feel devoutly thankful.

**DAVID R. COKER.**







## PROSPECT FOR STAPLE COTTON

Staple cotton premiums are like a pendulum. The swing is now at its low point. In October this year the average price for strict middling  $1\frac{3}{16}$ " cotton was 12.03 per cent and that of  $1\frac{5}{16}$ " was 25.17 per cent over the price of strict middling short cotton. Just five years ago, in 1918, the per cents premium were 15.82 and 28.29 on this market and again just five years further back in 1913 the per cents were 19.23 and 32.70. In no other years since 1912 have average staple premiums run as low as 35 per cent, and the average for the 12 year period has been 43.57 per cent for  $1\frac{3}{16}$ " and 61.94 per cent for  $1\frac{5}{16}$ " over short cotton of strict middling grade. In 1913 and again in 1918 there was heavy abandonment of staple cotton and in both years this abandonment was sorely regretted because premiums ruled way above 50 per cent in both 1914 and 1919.

There will be no heavy carry-over of any kind of cotton next August. The great Egyptian staple crop is smaller than last year and consumption is running way ahead of the production. The American staple

crop is small, due to the disaster in the Delta. Most of the staple cotton mills are not making a profit at the moment, but they are running and will spin up practically the entire crop. Their hand-to-mouth buying has made it difficult to sell staples in quantity this fall and has made it impossible to secure a normal premium. We believe that staple premiums will be much higher next fall and that there will be an acute shortage of full  $1\frac{3}{16}$ " up to full  $1\frac{3}{8}$ " due to decreased acreage by short sighted farmers and increased demand for fine goods by a more prosperous world.

These are just the lengths which our splendid new varieties, Lightning Express Strain 3 and Deltatype Strain 2, will make, and we strongly advise the planting of these cottons. If there is anything in the old saying, "History repeats itself," we will see good premiums on desirable full length staple cotton one year hence. Don't miss the chance of a big extra profit by planting short cotton or too short a staple cotton.

### Note the Swing of the Pendulum

**Table Showing Actual Value of Strict Middling  $1\frac{3}{16}$ "— $1\frac{5}{16}$ " and Short Cotton. Price Per Pound and Per Cent Difference 1912 to 1923.** Based on Actual Average Price Paid on Hartsville, S. C., Market 1912—1920, Being Average Price for November, and 1921 and 1923 Average Price for October for Each Year Respectively. (See note at bottom of page.)

YEAR	Price Per Lb. (Cts.) $1\frac{3}{16}$ "	Price Per Lb. (Cts.) $1\frac{5}{16}$ "	Price Per Lb. (Cts.) 7-8" to 1" Short	Per Cent Premium $1\frac{3}{16}$ " Price Over Short Price	Per Cent Premium $1\frac{5}{16}$ " Price Over Short Price
1912 .....	17.00	18.50	12.00	40.17	54.17
1913 .....	15.50	17.25	13.00	19.23*	32.70*
1914 .....	14.00	15.75	9.08	55.55	75.00
1915 .....	17.50	19.00	12.00	45.83	58.33
1916 .....	25.00	29.00	19.50	28.21	48.72
1917 .....	37.80	42.80	27.00	40.00	58.52
1918 .....	32.43	35.92	28.00	15.82*	28.29*
1919 .....	69.58	81.59	40.52	71.22	101.35
1920 .....	27.00	32.00	17.00	58.82	88.24
1921 .....	35.00	38.50	19.00	84.21	102.63
1922 .....	33.00	37.00	21.75	51.73	70.11
1923 .....	32.79	35.27	28.18	12.03*	25.17*
<b>12-Year Average .....</b>	<b>29.72</b>	<b>33.54</b>	<b>20.58</b>	<b>43.57</b>	<b>61.94</b>

NOTE: During the past three years since the advent of the boll weevil the early staple varieties such as Deltatype Webber, Webber 49 and Lightning Express have been planted. This has thrown the period of heaviest marketing at least one month earlier. October is therefore the most representative marketing month in this section now. \*Please note low premiums occur every 5 years.

Please note that in all these years  $1\frac{5}{16}$ ", the length that Deltatype should make, has never brought less than 25 per cent. premium.



## COKER'S PEDIGREED DELTATYPE WEBBER

### Strain No. 2

#### DESCRIPTION

**Staple**—1 5-16" to 1 3-8" full.  
**Boll Size**—Large, 60 to 65 to lb.  
**Picking Quality**—Very good.  
**Hull**—Thick, fibrous, tough, boll weevil resistant.  
**Type of Plant**—Erect, very prolific, medium open.  
**Lint per cent**—31 to 33 1-3.  
**Season**—Early.  
**Money Value**—Highest.

#### VARIETY TEST RECORD

Deltatype Webber Strain No. 2 is, we believe, the best staple cotton ever produced. In our tests it stands at the head of all cottons in net returns per acre. Our main variety test in 1923 included 140 rows representing 93 varieties and strains of long and short cottons. Every third row was planted in Deltatype Webber Strain 2 (47 rows) as checks on soil uniformity and to have a common measure to judge the value of the respective varieties by. The test was repeated 4 times, giving a total of 560 variety test rows, 188 of which were Deltatype Webber Strain 2. The average yield on these 188 rows was 2111.6 pounds seed cotton per acre. As a check row of Deltatype Webber Strain 2 was grown on one side of each variety in the test, we use the check as a measuring rod to judge the value of each of the other varieties, yield on all rows being corrected to perfect stand basis. From these yield records we find that the adjoining check rows of Deltatype Webber Strain 2 led Durango by 591 pounds of seed cotton per acre or \$75.72, led Meade by 732.2 pounds or \$112.09, led King by 246.5 pounds or \$72.27, led Lone Star by 728.6 pounds, Wannamaker-Cleveland by 50.7 or \$32.11, led the highest yielding Delfos 6102 by 68 pounds or \$40.81, and led the three best strains of North Carolina Mexican Big Boll 74.5 pounds per acre or \$40.81. In a test conducted by Mr. W. B. Parks, Merigold, Miss., Deltatype Strain No. 2 led the list producing 2709 pounds of seed cotton per acre. In the same test Delfos 6102 produced 2221 pounds and Wannamaker-Cleveland 2205 pounds per acre.

#### FIELD RECORD

In 1922 we had only a fifteen acre field planted in Deltatype Webber Strain 2. From this field we picked 24,320 pounds of seed cotton or 1621 pounds per acre. We sold a part of our 1923 crops of this



We realized 38 3-4 cents per pound for a lot of this cotton sold October 10, 1922. cotton on September 21st at 39 1-4 cents.

#### PLANT TO ROW RECORD

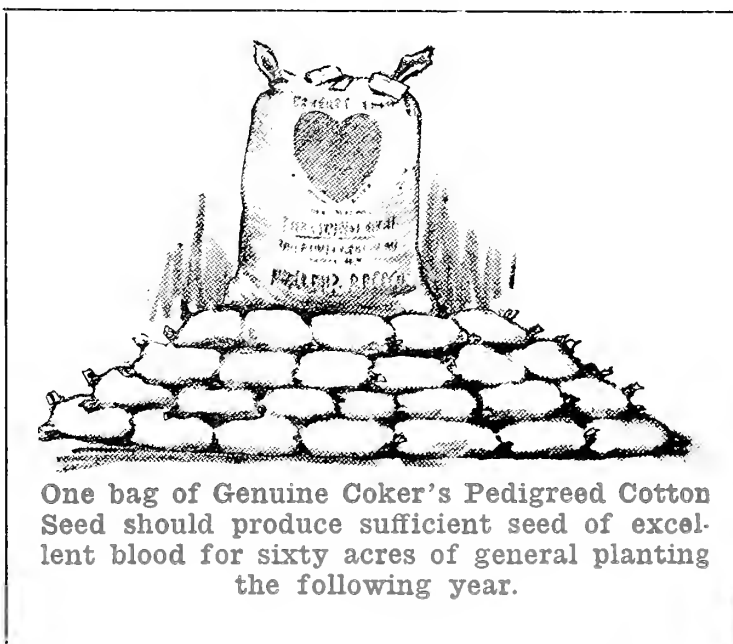
That Strain 2 is superior to any other strain of Deltatype Webber has been strikingly shown by variety records, and, 1921, 1922 and 1923 plant-to-row tests. The two best rows out of 150 plant-to-rows in 1921 (one of which will be the parent of





## COKER'S PEDIGREED DELTATYPE WEBBER Strain No. 2

Deltatype Webber Strain 3) are both from the parent row of this strain. One was the leader in value of the variety test in 1922. and in 1923 one of these blocks stands second in yield, producing 2356.3 pounds of seed cotton per acre. Of the seven best rows in our 1922 plant-to-row test which included 200 selections, five are from Deltatype Webber Strain 2. Likewise, in our 1923 plant-to-row test of 202 selections the most promising rows are from this strain. Deltatype Webber Strain 2 will be worth millions to staple growers if they take it up promptly for it has high yield, high quality, extra staple length, high money value and is weevil resistant to a high degree.



### Its Weevil Resistance

Please note we have described this cotton as weevil resistant. We have noticed here that the bolls of all strains of the Webber and Hartsville cottons resist the puncture of the weevil at a comparatively early stage. This resistance is especially noticeable in Deltatype Webber Strains 1 and 2. We have received dozens of letters from customers who are much pleased with this character of these cottons. Of course no cotton has any weevil resistance until the bolls have reached some size. If the early season infestation is heavy and the weevil is not controlled by poisoning, no variety is likely to produce a satisfactory crop.

### Yield Record of Deltatype Webber Strain No. 2

	Seed Cotton Per Acre	Baled Lint Per Acre
1920 Plant-to-Row Yield .....	1869 lbs.	611 lbs.
1921 Variety Test .....	1573 lbs.	535 lbs.
1922 Variety Test .....	1587 lbs.	516 lbs.
1923 Variety Test—188 Check Rows .....	2111.6 lbs.	705 lbs.

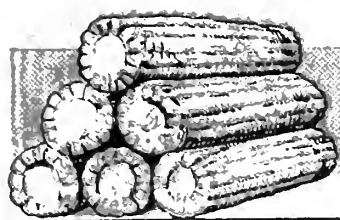
### PRICES

Per bushel \$6.00; ton lots \$5.85 per bushel; 15 ton lots \$5.70 per bushel. Per bag (100 lbs.) \$20.00; ton lots \$19.50 per bag; 15 ton lots \$19.00 per bag. F.O.B. Hartsville, S. C., Jackson, Miss., or Memphis, Tenn.

NOTE: 1923 yield records in this catalogue are based on a perfect stand and the average 1923 percentages are used. In records published in our early cotton bulletin, no corrections were made for stand and the 1922 percentages were used on the respective varieties.



Plant-to-Row Pedigreed Deltatype Webber Strain No. 2 in 1923 Breeding Patch.



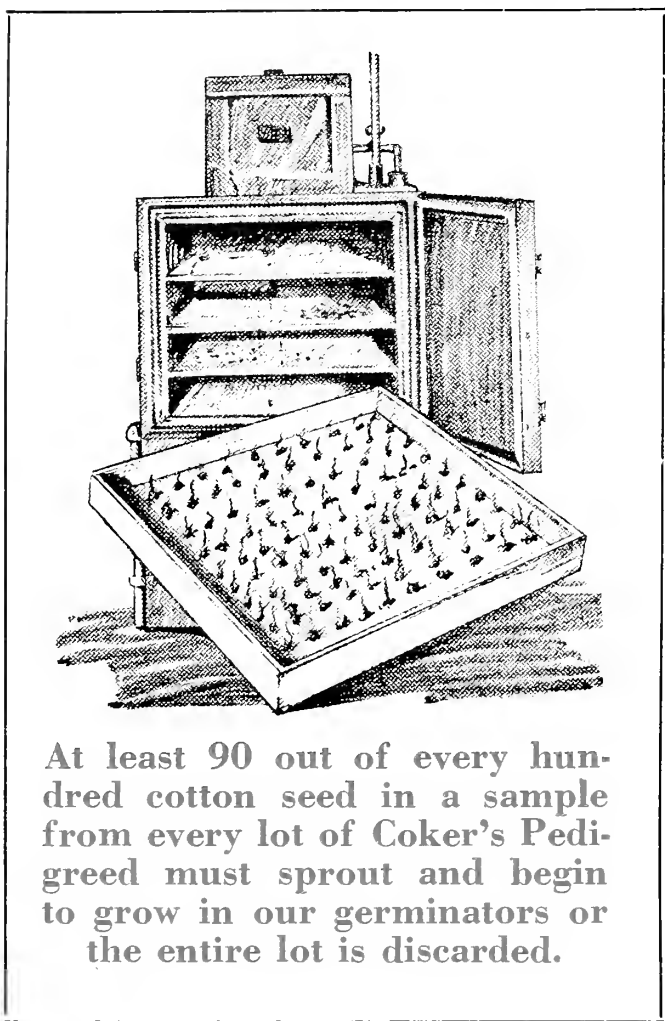
*Seed with a*



*Reputation to Uphold*



## COKER'S PEDIGREED DELTATYPE WEBBER Strain No. 1



At least 90 out of every hundred cotton seed in a sample from every lot of Coker's Pedigreed must sprout and begin to grow in our germinators or the entire lot is discarded.

Deltatype Webber is, we believe, the most superior staple cotton we have thus far introduced. It is the culmination of years of scientific breeding and we believe it to be the most prolific and profitable cotton of its length ever produced. It has stood up well under boll weevil conditions and since its introduction has made our customers more money than any other cotton.

### EXCELLENT RECORDS

Many plantings were made of Deltatype Webber the past two seasons throughout the staple cotton sections and reports regarding results obtained have been uniformly enthusiastic in support of this variety. Many tests have also been made by individuals and Experiment Stations in all staple sections, which almost invariably showed Deltatype as standing in the front rank in money value. Often its standing has been first by many dollars per acre. It frequently yields more seed cotton per acre than most of the short staples.

### DESCRIPTION

Produces a plant of moderate size, with several basal branches of erect type. Bolls large, averaging 60 to 65 to pound, elongated, ovate, pointed, 4 to 5 locked, easily picked. Fine, silky, strong lint, and under good conditions 1 3-8 inches long. Lint percentage averages 31 to 33 1-3. Deltatype Webber is later than Lightning Express, but it ranks as an early cotton.

### RECOMMENDATIONS

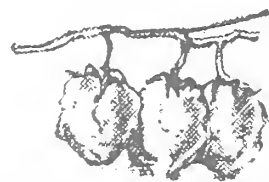
We have no hesitation in recommending Deltatype Webber as a superior long staple cotton especially adapted to cultivation under boll weevil conditions. We recommend that long staple growers plant equal acreages of Deltatype and Lightning Express, as they mature at slightly different periods. This policy will extend the picking season and favor the production of a high grade of staple.

### PRICES

Per bushel, \$2.15; ton lots, \$2.00 per bushel; 15 ton lots, \$1.85 per bushel; Per bag (100 Lbs.) \$7.17; ton lots, \$6.67 per bag; 15 ton lots, \$6.17 per bag. F. O. B. Hartsville, S. C., Jackson, Miss., or Memphis, Tenn.



*You must make  
Bigger Yields*

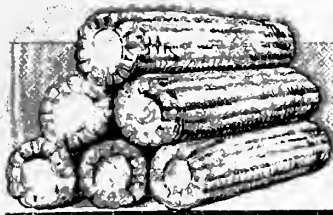


*Than the Average.*



*Poor Seeds bring  
Disaster*





*Seed with a*



*Reputation to Uphold*



## COKER'S PEDIGREED LIGHTNING EXPRESS Strain No. 3

### DESCRIPTION

**Staple**—1 3-16" to 1 1-4".

**Boll Size**—71 to 78 to lb.

**Picking Quality**—The Best.

**Type of Plant**—Erect, very open.

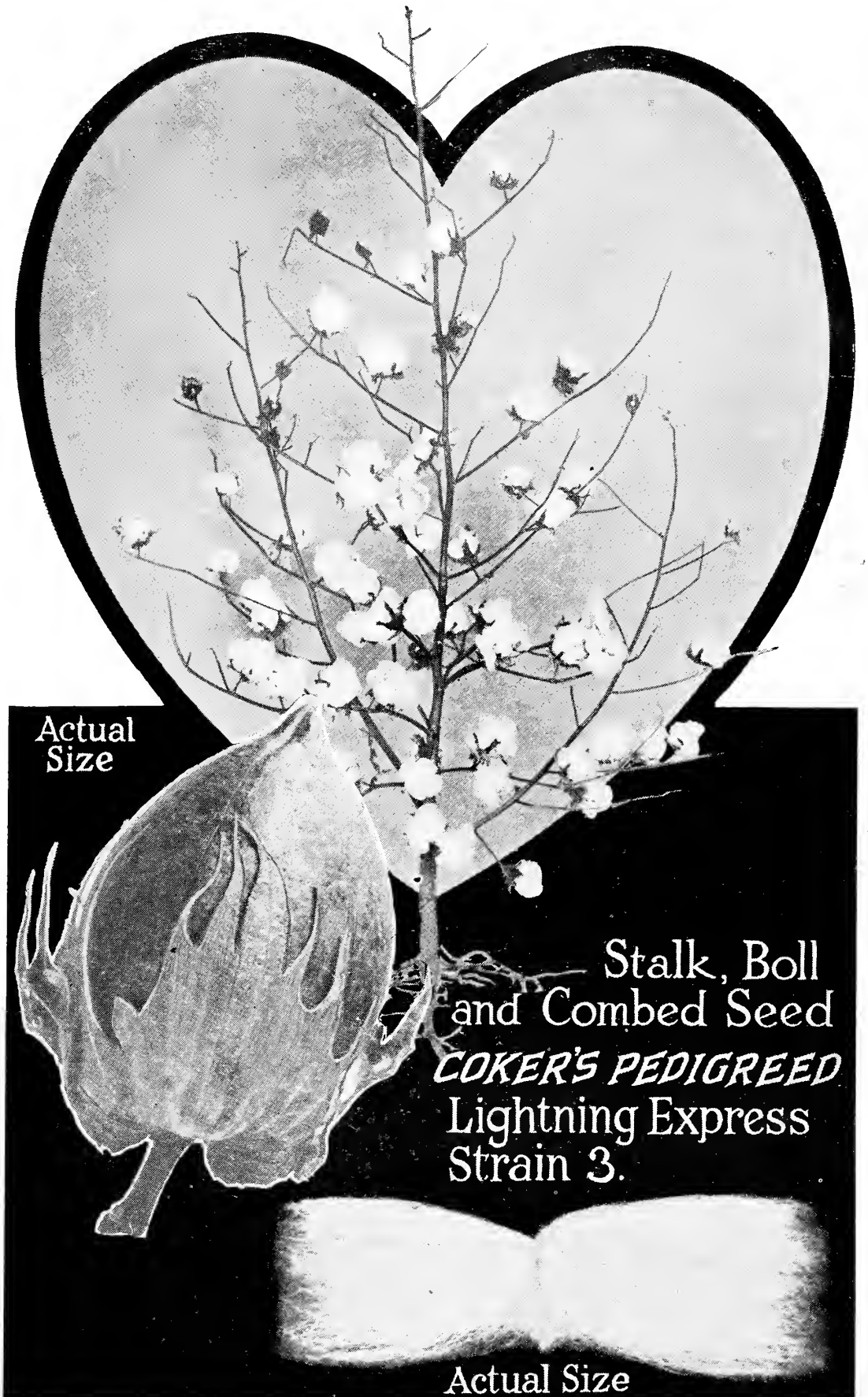
**Lint per cent**—32 to 33.

**Season**—Earliest.

Lightning Express Strain No. 3 is descended from a superior plant of Strain No. 1 and was the best progeny in our 1920 plant-to-row of Express. The parent Lightning Express Strain No. 1 in a variety test conducted by the Georgia Experiment Station at Athens, Ga., 1922 produced 2011 pounds of seed cotton per acre—226 pounds more than the next highest. It was likewise highest in money value. This test included 39 varieties and strains of the best long and short cottons. It also ranked first in seed cotton yield and money value at the Georgia Coastal Experiment Station, Tifton, Ga., and at the S. C. Experiment Station, Clemson College, S. C. It also stood first in money value at the Pee Dee Experiment Station, Florence, S. C., in 1922. Purchasers of Strain No. 2 introduced last season for the first time, are well pleased with the showing it made.

In 1923 a test of 30 varieties at Clemson College, S. C., Lightning Express Strain No. 3 ranked first in early pick, producing 422 pounds to acre, to 258 pounds for Carolina Foster, 365 pounds for King 29 and 295 pounds for Wood's King. In total pick it ranked third in the test producing 1230 pounds to acre, to 1194 pounds for Carolina Foster, 1090 pounds for King 29 and 995 pounds for Wood's

King. At the Coast Experiment Station, Summerville, South Carolina, Lightning Express Strain No. 3 ranked first in early pick and fourth in total pick.





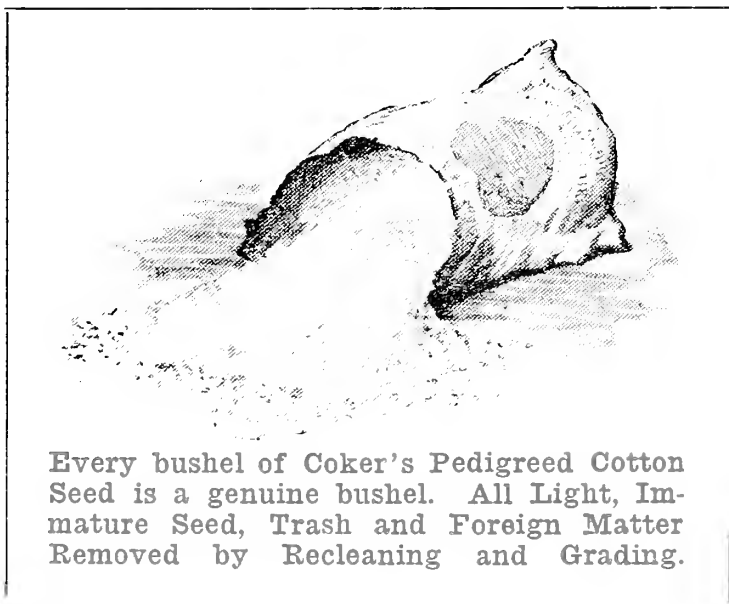
## COKER'S PEDIGREED LIGHTNING EXPRESS

### Strain No. 3

Lightning Express Strain No. 3 is more prolific than either Strain 1 or 2, has a smaller stalk, a 2% higher lint yield and is earlier—according to all records is the earliest of all cottons, either short or long. The seed are small, come up quickly, the plants are vigorous, grow off quickly, set an early crop which matures rapidly. The foliage is thin, and the sun can reach each boll, so that even with a very wet August, as during the past season, the loss from rot is negligible. These qualities, coupled with its high yielding ability, a higher per cent. of lint, and added wilt resistance will make this new cotton a valuable variety to any grower, but especially valu-

able to the growers with stiff, damp, cold, slow land, and to the growers near the northern limit of the cotton belt. Likewise it will be valuable to those growers who for any reason are prevented from

planting until very late. The past season an acre planted May 10th in our Strain No. 4, descended from Strain No. 3, produced 1742 lbs. of seed cotton to acre and another acre planted May 21st produced 1283 lbs.



Every bushel of Coker's Pedigreed Cotton Seed is a genuine bushel. All Light, Immature Seed, Trash and Foreign Matter Removed by Recleaning and Grading.

NOTE: In describing our different cottons we have set down the length of lint which each has actually made under good conditions on our own plantations. Our experience shows that these lengths are generally realized under good conditions all over the Belt. If unfavorable conditions occur during the time when the bolls are maturing, the length of the line may be somewhat shortened.

### Pedigreed Seed Company Records of Lightning Express Strain No. 3

	Seed Cotton per acre	Baled Lint per acre
1920 Plant-to-Row .....	1934 lbs.	646 lbs.
1921 Variety Test .....	1653 lbs.	531 lbs.
1922 Variety Test—Planted May 12 .....	1481 lbs.	502 lbs.
1923 Variety Test .....	1997 lbs.	669 lbs.

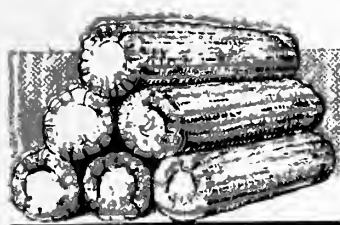
### PRICES

Per bushel, \$5.00; ton lots, \$4.85 per bushel; 15 ton lots, \$4.70 per bushel; Per bag (100 Lbs.) \$16.67; ton lots \$16.17 per bag; 15 ton lots \$15.67 per bag. F.O.B. Hartsville, S. C., Jackson, Miss, or Memphis, Tenn.



Increase Field of Lightning Express Strain No. 3—1923.





*Seed with a*



*Reputation to Uphold*



## COKER'S PEDIGREED LIGHTNING EXPRESS

### Strain No. 2

**Staple—1 3-16" to 1 1-4".**  
**Per Cent of Lint—30.75.**  
**Season—Very Early.**

**Size of Boll—69 to 73 to Lb.**  
**Type of Plant—Open.**  
**Picking Quality—The Best.**

#### DESCRIPTION

Lightning Express Strain 2 retains all the desirable qualities of Strain 1, yet is more uniform in type, has smaller weed, closer fruiting habits and a better yield record. It has open foliage, the best of picking qualities and is one of the earliest of all the staple varieties. Its earliness makes it exceptionally valuable for planting under boll weevil conditions, for which it is particularly recommended, and along the northern margin of the belt.

Strain 2 of this valuable variety is descended from the best row in our 1919 plant-to-row test of this cotton. In our 1920 variety test, which included 61

varieties and strains of long and short cottons, Lightning Express Strain 2 ranked second in early yield and eighth in total yield, making 156 pounds seed cotton more than King in early pick and 149½ pounds more in total pick. In increase block 1920 it was by far the most striking progeny, and in larger fields in 1921 it made some of our best yield records. On our general farms 1922, even under heaviest weevil infestation and most adverse weather conditions, it averaged two-thirds of a bale per acre. In our variety tests 1923 it produced at the rate of 1939 pounds of seed cotton per acre.

#### PRICES

Per bushel, \$3.00; ton lots, \$2.90 per bushel; 15 ton lots, \$2.75 per bushel. Per bag (100 Lbs.) \$10.00; ton lots \$9.67 per bag; 15 ton lots, \$9.17 per bag. F. O. B. Hartsville, S. C., Jackson, Miss., or Memphis, Tenn.

## COKER'S PEDIGREED LIGHTNING EXPRESS

### Strain No. 1

**Staple—1 3-16" to 1 1-4".**  
**Per Cent Lint—30.45.**  
**Season—Early.**

**Size of Boll—69 to 73 to Lb.**  
**Type of Plant—Erect and Open.**  
**Picking Quality—The Best.**

That this superior pedigreed strain of Express first offered to our customers two years ago, has met with very general approval is shown by many letters that we have on file from satisfied growers throughout the Cotton Belt. Descended from the outstanding row in 1918 plant-to-row test of Express, it has maintained its good qualities of extreme earliness, heavy yielding ability, staple length and uniformity. The lint is of the very best character, giving a uniform, smooth pull.

#### WILT RESISTANCE

Lightning Express, while not recommended by us for planting on wilt infested lands, yet has shown some wilt resistance. Several growers in this immediate section made good yields on infested lands that ordinarily show considerable loss with non-resistant varieties.

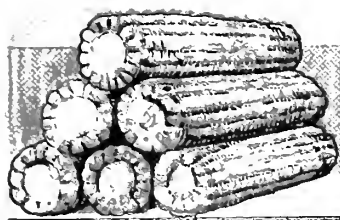
#### PRICES

Per bushel, \$2.00; ton lots, \$1.90 per bushel; 15 ton lots, \$1.75 per bushel. Per bag (100 Lbs.) \$6.67; ton lots, \$6.33 per bag; 15 ton lots, \$5.83 per bag. F.O.B. Hartsville, S. C., Jackson, Miss., or Memphis, Tenn.



The Red Heart is your insurance that the seed which it accompanies is **sound**, pure, and of the best quality. Just look for the Red Heart. "Blood Will Tell."





Seed with a



Reputation to Uphold



## COKER'S PEDIGREED WEBBER 49

Strain No. 6

Actual  
Size

Stalk, Boll  
and Combed Seed  
**COKER'S PEDIGREED**  
Webber 49  
Strain 6.

Actual Size

Staple—1 5-16" to 1 3-8"

Per cent—32.7 (5 year av.)

Size boll—65 to pound.

Season—Early.

Picking quality—Good.

This new strain is the best ever bred from our now deservedly famous Webber 49 cotton. It is descended from the best progeny in our 1918 plant-to-row test of this variety and has shown **continued superiority** over the parent and other strains of this cotton. In our 1919 and 1920 variety tests that included 61 of the best varieties and strains of long and short cotton, Webber 49-6 ranked first in total value of seed and lint per acre both years. The net dollar return per acre is the final measure of any variety.

### HIGH PEDIGREE

Not only has Webber 49 Strain 6 shown up well in variety tests and in increase blocks, but the majority of our promising strains in breeding tests and increase fields not yet ready for introduction, are from this strain. This shows further that Strain 6 is descended from a prepotent individual that is transmitting its good qualities from generation to generation. Its performance gives it a **high pedigree**.

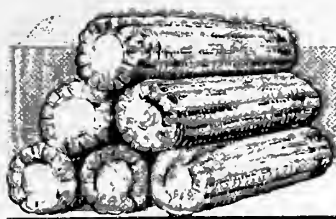
### DESCRIPTION

Bolls large, round ovate, 65 to pound. It opens wide and picks easily. Lint under good conditions  $1\frac{5}{8}$  to  $1\frac{3}{8}$  inches. Season is earliest of any of the Webber cottons. Young plants are vigorous, make a good start and hold it through the season. Mature plants are low, spreading in type, flat topped and the smallest of any of the Webber 49 series. This is a most excellent cotton to plant under boll weevil conditions as it is productive, early and quick maturing.

The fibre is long, silky and uniform, with a good per cent of lint. The bolls, as is true with other Webber cottons, show some resistance to boll weevil puncture as the hull is very thick, hardens up quickly, and is very tough and woody.

### PRICES

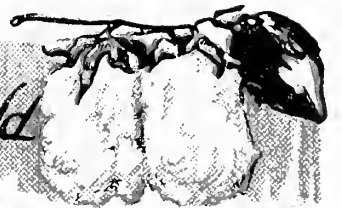
Per bushel, \$3.00; ton lots, \$2.90 per bushel; 15 ton lots, \$2.75 per bushel. Per bag (100 Lbs.) \$10.00; ton lots \$9.67 per bag; 15 ton lots \$9.17 per bag. F.O.B. Hartsville, S. C., Jackson, Miss., or Memphis, Tenn.



Seed with a



Reputation to Uphold



## PEDIGREED COKER-CLEVELAND Strain No. 3

### DESCRIPTION

**Staple**—15-16" to 1 1-16".  
**Boll Size**—Large, 64 to 69 to lb.  
**Picking Quality**—The best.  
**Type of Plant** — Medium, open, spreading, flat top.  
**Lint Per Cent.**—37 to 39.  
**Season**—Early.

This new strain of Cleveland is a great improvement over any previous strain of Cleveland that we have had in tests. It is a full sixteenth inch longer than the parent strain, a week earlier and is more open in type. It is descended from one of the most striking rows in our 1920 plant-to-row—a selection from Strain 2. In the increase block in 1921 it was by far the most striking of any. The plants were low spreading



The Red Heart is the Standard under which much of the South's most helpful and most intellectual agricultural experimental work and research is done. The motto "Blood Will Tell" must be a big factor in the improvement of Southern agriculture.

in type and set a splendid top crop in spite of a heavy infestation of boll weevil. It produced on this plot 1580 pounds seed cotton per acre or at the rate of 613 pounds of lint.

In 1922 we only had 14 acres planted in Strain No. 3. It was on average soil and surrounded by woods and with the very rainy season it was impossible to control the weevils during the latter part of the season. It produced on the 14 acres 12 bales, averaging 515 pounds each. This year some crops are yielding fully 1 1-4 bales per acre.

At the South Carolina Coast Experiment Station, Summerville, S. C., Coker-Cleveland Strain No. 3 ranked first both in total seed cotton and in lint yield. 50.4% of Cleveland Strain No. 3 was open first pick. At the Pee Dee Experiment Station, Florence, S. C., Cleveland Strain No. 3 in first pick on September 7th, picked out 1052 lbs. of seed cotton to acre, leading the list of 21 varieties in earliness.

### PRICES

Per Bushel, \$5.00; ton lots, \$4.85 per bushel; 15 ton lots, \$4.70 per bushel. Per bag (100 Lbs.), \$16.67; ton lots, \$16.17 per bag; 15 ton lots, \$15.67 per bag. F.O.B. Hartsville, S. C. Jackson, Miss., or Memphis, Tenn.

### Coker's Pedigreed Seed Co. records on Pedigreed Coker-Cleveland Strain No. 3

	Seed Cotton per acre	Baled Lint per acre
1920 Plant-to-Row (Good Soil) .....	2392 lbs.	947 lbs.
1921 Variety Test .....	1539 lbs.	598 lbs.
1922 Variety Test .....	1544 lbs.	599 lbs.
1923 Variety Test .....	2019 lbs.	788 lbs.



**Plant-to-Row Cleveland Big Boll from which Pedigreed Coker-Cleveland Strain No. 3 is Descended**





## COKER'S CORN BREEDING WORK

### BREEDING METHODS

Our Ear-to-Row Breeding of corn, while similar to the Plant-to-Row breeding of other crops in principle, varies somewhat as to method of procedure to accommodate the habits of the corn plant. Corn is naturally an open fertilized plant and will not permit of too much inbreeding without a decrease in yield. We are obliged, therefore to practice a method of breeding which will eliminate, as far as possible, this inbreeding factor. Our method of detasseling the breeding rows, and of pairing the "Ear Remnants" and detasseling again in the Increase Plots, prevents inbreeding and enables us to produce Pedigreed Strains of high yielding corn.

### VARIETIES OF SEED CORN

Every year we conduct variety tests of corn in which we try out all important varieties grown in the South as well as the selected strains of the varieties we are



Corn Variety Test

breeding. It is largely on the results of such tests that we base our choice of the varieties we take as foundation stocks for breeding. We also take under careful consideration the reputation that the different varieties have among planters as well as results obtained by experiment stations and their recommenda-

tions. We are now conducting breeding work with three varieties, Garrick, Williamson, and Ellis.

### HANDLING SEED CORN

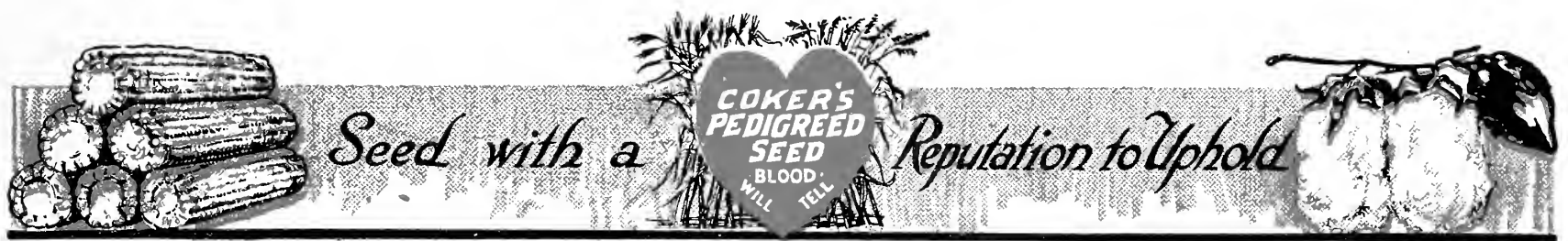
Not all of the seed from our pedigreed corn fields is sold. We exercise a rigid selection. Even though a field is grown from our highest pedigreed stock, only about one-fourth is sold for seed. The first choice of seed ears is made when



It isn't Genuine Coker's if it doesn't bear the Red Heart.

the corn is shucked and the mass of seed corn then chosen is brought to our warehouse where it is conveyed mechanically to bins from which it is taken for reselection, nubbing and grading. A man sits at each bin, examines every ear as it comes down, and if the ear is found to be all right in every respect for seed purposes, places it in the nubbing machine which shells off the small grains from each end of the ear. The ear, still containing the good grain on the middle section, is then dropped into a chute that carries it to the bins from which it passes to the sheller. All poor ears and the grains from the tips and butts of the good ears are sold for feed.

The good corn, after shelling, goes through our large grader and cleaner, where the light or faulty, irregular and broken seed as well as trash are removed. Only the good, heavy, mature and regular sized grains are used for seed. Every lot of seed is carefully tested for germination and is discarded if it does not test above 95 per cent. In no case do we ship out seed corn which does not show this high vitality.



## COKER'S PEDIGREED GARRICK CORN

### Strain No. 4

**Grain—White, Flinty, Medium Deep.**

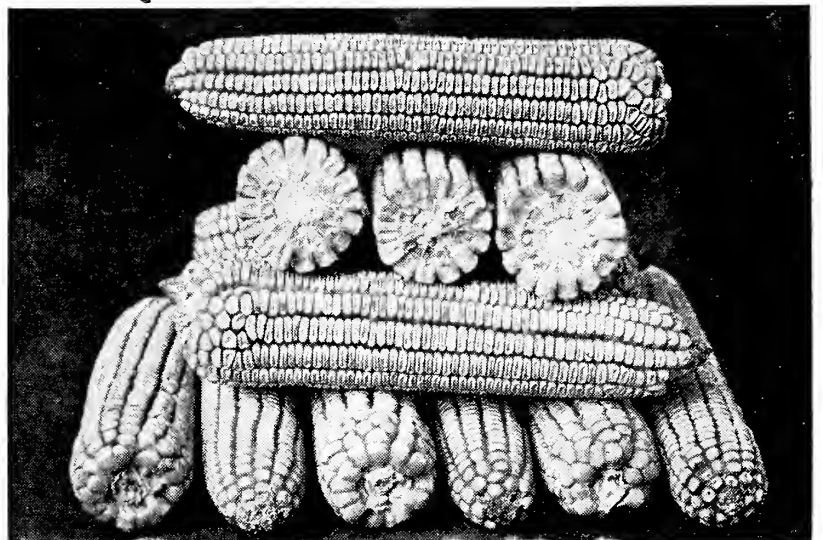
**Cob—White.**

**Season—Medium to Late.**

**Prolificacy—2 and 3 Ears, (Usually Two.)**

**Weevil Resistance—Excellent.**

The Garrick Corn has long been recognized as one of the highest yielding and most widely adapted of any of the varieties cultivated in the South. Our breeding work with this variety has been directed toward the production of a higher yielding strain. As a result we offer for the first time a new strain which we are designating as Coker's Pedigreed Garrick Strain No. 4, descended from the highest yielding, best quality, hybrid progenies of our 1921 ear-to-row breeding plot. This strain is very different from the original Garrick.



**Ears of Garrick Prolific Corn**

### DESCRIPTION

Under good conditions plant is 8 to 10 feet high, vigorous, prolific, 2 to 3 ears (usually 2) per stalk, ears medium large, 12 to 16 rowed with white cob and white, flinty medium deep grains. The hard, flinty nature of the kernel and the good shuck covering of the ear renders it compara-

tively weevil resistant. This, together with the white cob, white grain and heavy yielding ability, makes it one of the most profitable varieties to grow, both for home use and for milling purposes. It produced in our 1923 variety test 61.9 bushels per acre, of sound merchantable corn.

### PRICES

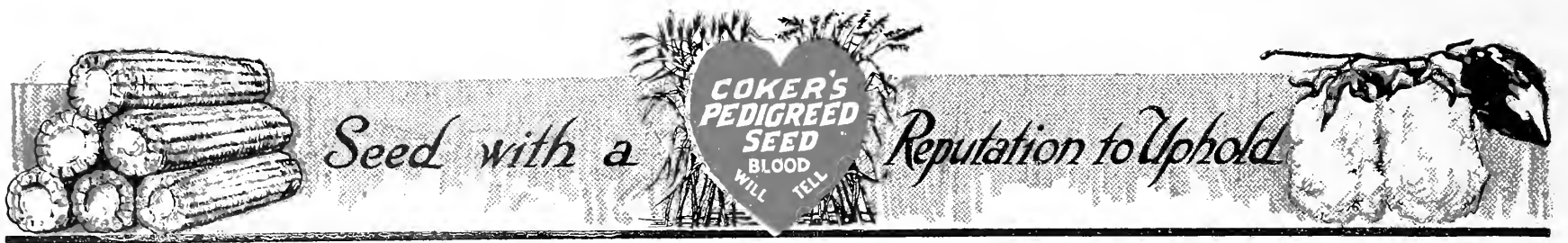
1 peck. \$1.50: ½ bushel. \$2.75: 1 bushel. \$5.00: 10 bushels and above. \$4.50 per bushel.

**NOTE:** Yield record here is 61.9 bushels of sound corn per acre, an increase of 3 bushels per acre above that recorded in our cotton bulletin. At the time the bulletin was published percentage samples had not been shelled and we estimated per cent as 80. When shelled it turned out 84 per cent.



**Garrick Breeding Plot**





## COKER'S PEDIGREED WILLIAMSON CORN

### Strain No. 2

**Grain—White, Deep, with Horny, Translucent Sides.**  
**Cob—Red.**

**Prolificacy—1 and 2 Eared.**  
**Season—140 to 160 Days.**  
**Weevil Resistance—Excellent.**

A superior strain of Williamson Corn, bred from the best selected hybrid ears. Alternate rows were detasseled and only the best select ears from best stalks on detasseled rows taken for a larger increase. The seed of this new strain is descended from these ears and their later hybrid progeny rows.

#### DESCRIPTION

Plants vigorous 7-1/2 to 10 feet high, 1 and 2 ears to the stalk. Ear height 3-1/2 to 4-1/2 feet, shanks, medium short. Ears regularly cylindrical, 8 to 9 inches long; averaging about 2-1/8 inches in diameter, mainly 16 to 20 rowed.

Cob of medium size and red. Kernels deep and of medium size. Color white with horny, translucent sides. It shells out about 85 pounds of corn to 100 pounds of ear corn.

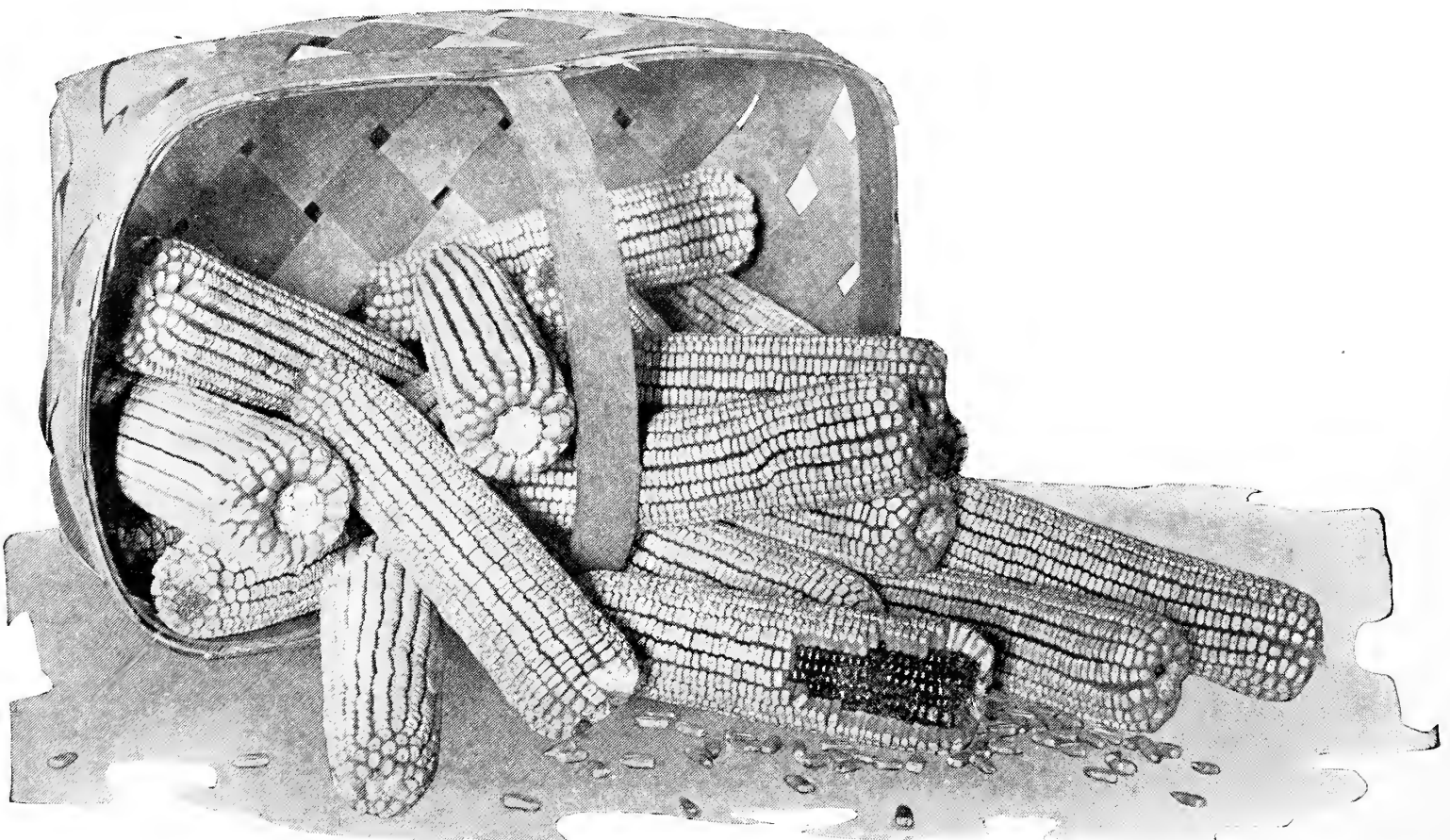
#### WILLIAMSON CORN

The number of ears per stalk or per acre is not the final test for yield. Other varieties have made two or three times the number of ears, but less actual shelled corn than Williamson. In our 1923 variety test, including 18 varieties, strains and crosses, the five Williamson check rows ranked 1, 2, 3, 4 and 5 in yield of sound, merchantable corn, averaging 66.3 bushels per acre.

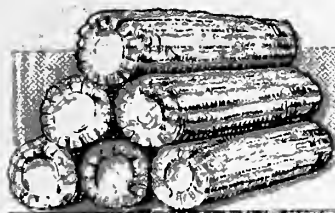
#### PRICES

1 pk, \$1.50; 1/2 bu., \$2.75; 1 bu., \$5.00; 10 bu. and above, \$4.50 per bushel.

**NOTE.** Yield record here is 66.3 bushels of sound corn per acre, an increase of 4.3 bushels to acre above that recorded in our cotton bulletin. At that time percentage samples had not been shelled and we estimated per cent as 80. When shelled it turned out 85 per cent.



Ears of Williamson Corn



*Seed with a*

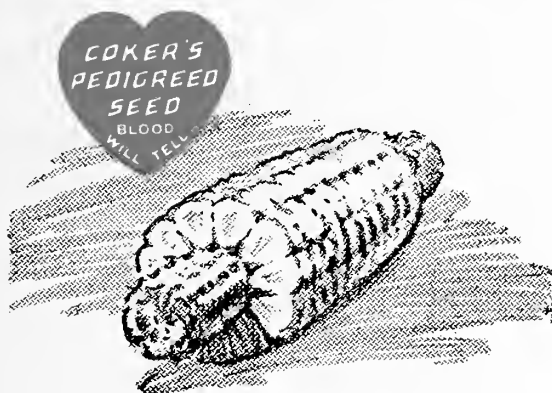


*Reputation to Uphold*



## COKER'S PEDIGREED ELLIS CORN

### Strain No. 3



**If it's Coker's—all the end kernels and the dwarfed ones—fully half of every ear is discarded—only the central half is sold for seed.**

**Grains—White, deep, with horny, translucent sides.**

**Cob—White, few red.**

**Prolificacy—1 and 2 eared.**

**Season—130 to 150 days.**

**Weevil Resistance—Excellent.**

This new strain of our Ellis corn is descended from the highest yielding crossed progenies of our 1921 ear-to-row test. It is superior to its parent strain in yield record both in field and in test plots. It is also more uniform in type and of better quality.

Reports from growers in many sections indicate that the Ellis does well on many different types of soil. Our breeding work with this variety has all been done on our Highland Farm, the soil of which is very poor, coarse, Norfolk sand. On this farm we make about 50% higher

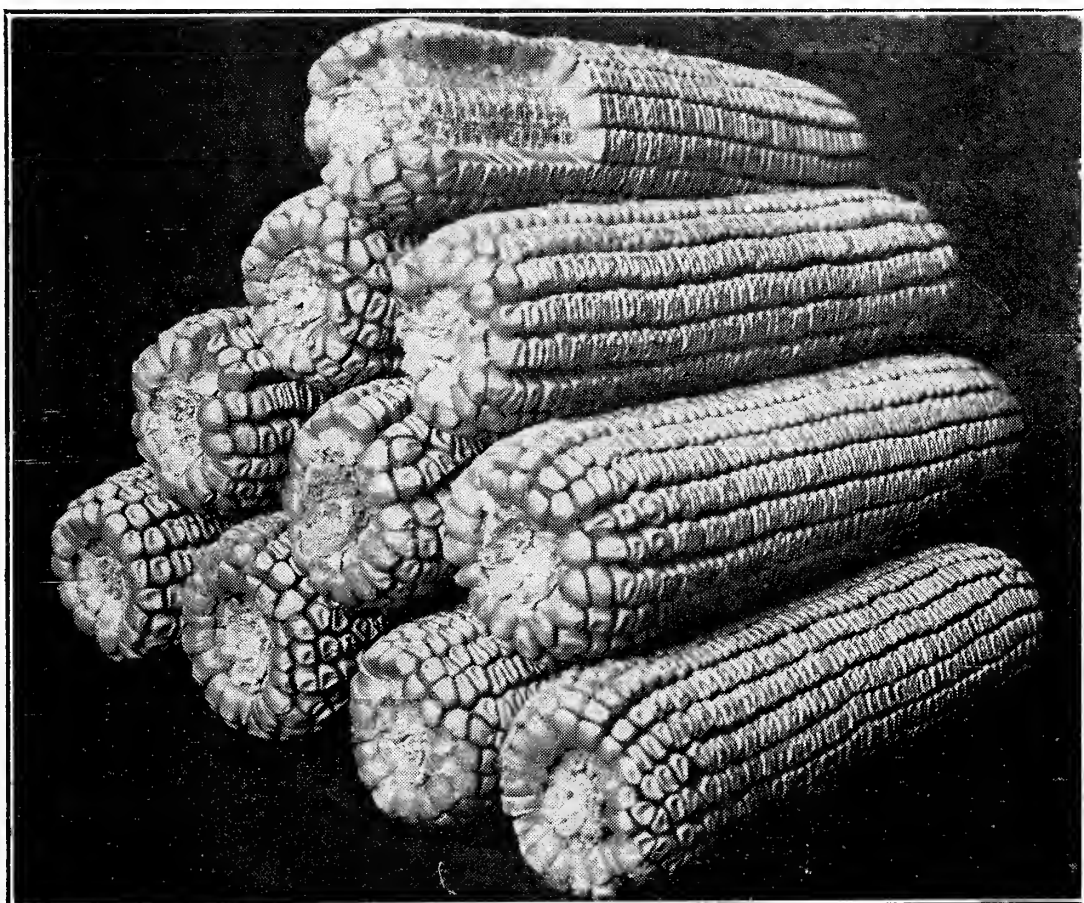
yields with the Ellis than with any other variety tried there. While the type and manner of growth especially fits it for growing on light soils, yet it stands with the best in our variety test where the soil is good.

#### DESCRIPTION

Plant low and stocky. 1 and 2 ears to stalk. Ear height about 2½ feet. Shanks medium short. Ears cylindrical, 7 to 8½ inches long, about 2¼ inches in diameter and mainly 16 to 18 rowed. Cobs of medium size, mainly white, few red, not pure in this character. Kernels white or cream colored, deep, hard and flinty. Very weevil resistant.

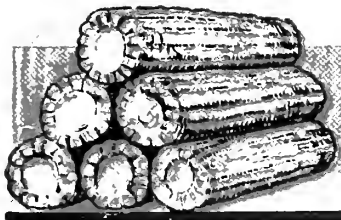
#### PRICES

1 peck \$1.50; ½ bushel \$2.75; per bushel \$5.00; 10 bushels and above, \$4.50 per bushel.



**Ears of Ellis Corn**





Seed with a



Reputation to Uphold



## COKER'S PEDIGREED PORTORICAN SWEET POTATOES

One of the South's main food crops—as it has been aptly called “nature's own pudding”—a crop generally grown by all farmers in the South, being relished by all and forming a main food supply for many of the South's families.

Yet in spite of the important and necessary place that it fills in Southern agriculture no crop has been more abused. Always the potatoes that were too poor for eating, too small, the culls, have been used for planting. As “a man soweth so shall he also reap”, and we full well know what the potato growers generally have reaped, white, red, yellow, pink, brown potatoes, inside and out—all mixtures—and potatoes of all sizes and shapes.

This has been forcibly brought to our attention in the last few years. With the advent of the boll weevil, our demonstration agents and horticulturists started campaigns to get sweet potatoes planted on a large scale as a supplementary money crop to cotton, and we farmers jumped at it, knowing that we could raise big crops. And the prices as quoted on the New York market were high. We overlooked the fact,

however, that these prices were for No. 1 potatoes—smooth potatoes of uniform color and shape, in size between 1-3/4" and 3-1/2" in diameter and between 4 and 10 inches long—they may be less than 4 inches long if the diameter is over 2 1/4 inches. And these were to be grown from the vines so as to be free from disease.

After the program had been decided on the best seed available were secured for bedding, large acreages planted, and curing houses built. When the crop was harvested however, we found that we had gotten the cart before the horse. That we should have first done intensive breeding work with the best varieties and, after high yielding, uniform, smooth, true breeding lines, that produced a high per cent of No. 1

potatoes had been developed, then put these out to the growers and they would have made money. As it was many farmers who bought seed from perfectly honest growers found that they had mixed varieties and the farmers who secured pure varieties, only a small per cent of the crop graded No. 1. Thus instead of making money on their sweet potatoes many lost heavily.

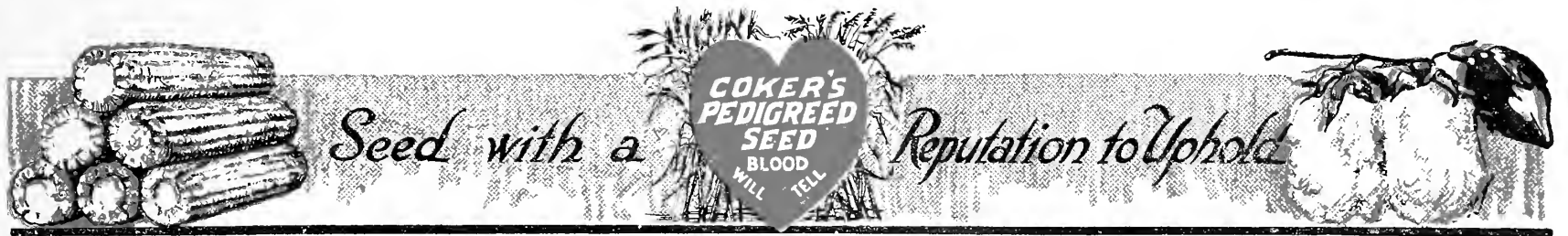


The value of seed is proven by the confidence shown in the liberality of the guarantee behind the goods. This trade mark speaks for itself.



**Hill-to-Row Portorican 1922.** How can you plant ordinary mixed or non-pedigreed Potatoes when you can plainly see what breeding will do?





## COKER'S PEDIGREED PORTORICAN SWEET POTATOES

We started hill-to-row work with the Portorican in 1919 and with the Nancy Hall in 1920—the best two varieties of the large number that we have tested and the two generally adopted by southern growers.

Pedigreed strains were developed from the best hill of our 1919 and 1920 hill-to-row of Portorican that were great improvements over the best mass selected Portoricans. These were not offered for sale, however, as in our 1921 hill-to-row we found a hill-to-row that was so evidently superior to anything that we had yet found. In the hill-to-row planted from draws—this hill produced at the rate of 418.6 bushels to acre, with only 8.4% slips and 2.1% freaks. It produced 90.2 bushels to acre more than the next highest hill and 232.4 bushels to acre more than the lowest hill in the test.

Not only is this new strain making large yields, but it is producing the highest percent of merchantable potatoes of any variety or strain that we have tested, which is the final measure. In 1922 variety test, that included 14 varieties and strains planted July 6th from vines, Strain No. 1 produced 78% No. 1 potatoes and 13.1% No. 2 or 91.1% standard shipping grades. Mass selected Portorican produced in the same test 63.5% No. 1 and 13.0% No. 2 or 76.5% saleable potatoes.

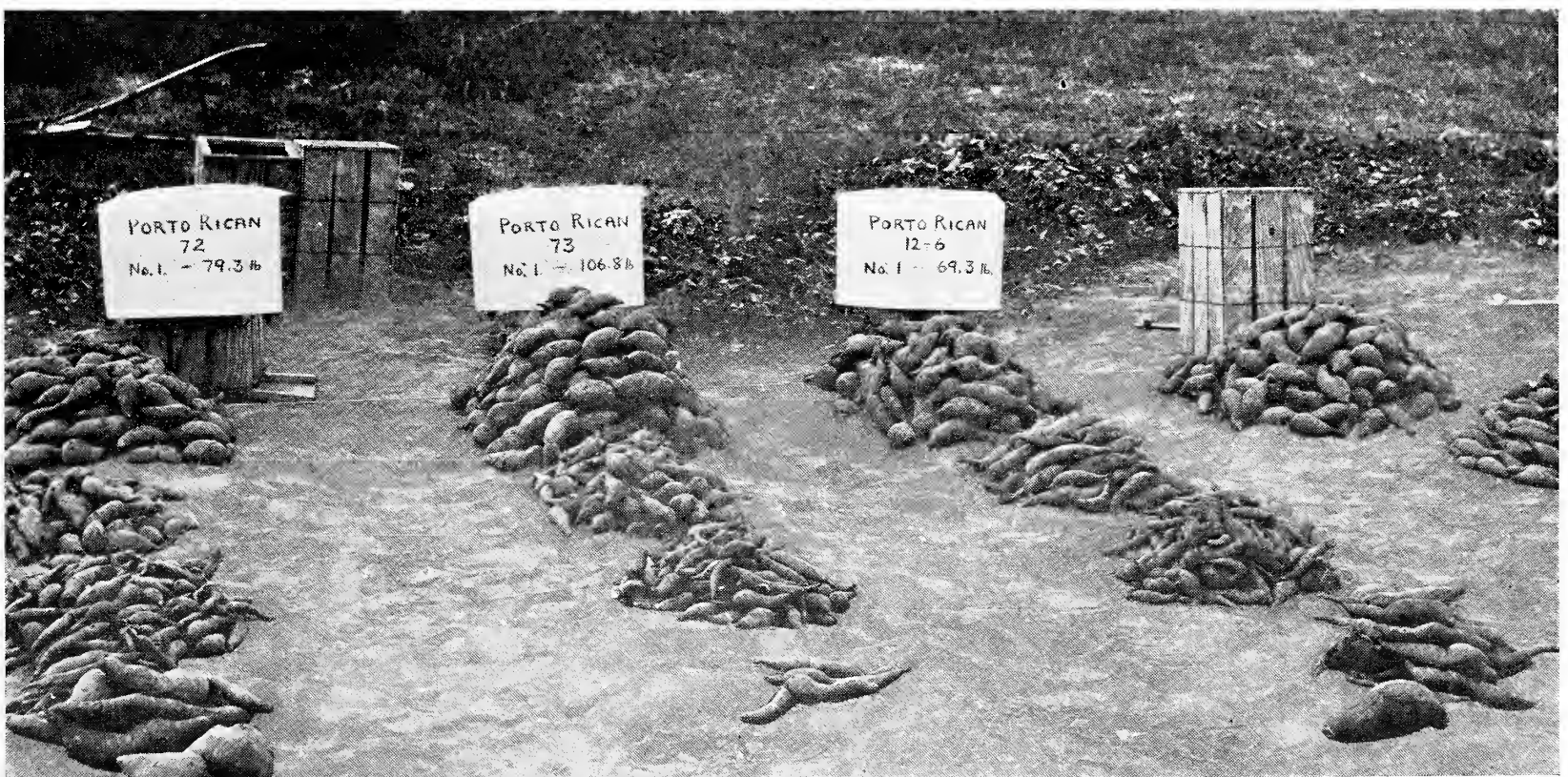
That Strain No. 1 is a prepotent high yielding strain far superior to our other best lines is clearly shown

from the records on our 1923 Hill-to-Row of Portorican. This test was planted from the vines on July 18th and included 100 progeny rows, 52 of these were from Strain No. 1, 32 from Portorican 12 and 16 from Portorican 12-4. The rows from Strain No. 1 produced an average of 97.9 bushels number ones and 32.6 bushels number twos, total 130.5 bushels of number ones and twos per acre. Rows from Portorican strain 12 produced 64.5 bushels number ones and 34.7 bushels number twos, total 99.2 bushels of number ones and twos per acre. And rows from Portorican strain 12-4 produced 55.6 bushels number ones and 28.8 bushels number twos, total 84.4 bushels to acre. (Note these potatoes not planted until July 18th—too late for a full crop.)

We only have a small lot of Coker's Pedigreed Portorican Strain No. 1 potatoes. These were grown on our sand hill farm from vines, and are beautiful potatoes, very uniform in type, color and quality, and are carefully crated and cured. We feel that this new potato should be distributed to the growers immediately and for that reason we are offering it this year instead of withholding until another year when with larger production we might hope for the sales to pay back some of the breeding expense. We are limiting the amount we will sell each customer.

### PRICES

\$5.00 per bushel F. O. B. Hartsville, S. C.



Close view of the graded product of three Portorican hill-to-row.  
(Note the big difference in yield of No. 1 Potatoes.)



## KOBE LESPEDEZA

The parent individual from which this pedigreed strain is directly descended was collected by Prof. J. B. Norton on the hills back of Kobe, Japan, in November, 1919, as botanical specimen, and is now in the United States National Museum at Washington, D. C. In order to be sure of the correct identification of the specimen, Prof. Norton planted a few seed at Hartsville in his trial garden in 1920. The plants from these seed grew so large and erect that further tests were made next year in competition with the ordinary Japanese Lespedeza, introduced many years ago and now common in the south. The Kobe Lespedeza outgrew the common form so much that in 1922, all the seed saved were planted in two rows, in our grass trial nursery. These two rows, about 70 feet long, made a good seed crop, which was planted in 1923 on poor soil on our Highland Farm in four foot rows with a very thin seeding. The accompanying photograph shows the tremendous growth this new Lespedeza makes.

To those who saw our field of this Lespedeza no further notice is needed.

Kobe Lespedeza is in general of the same type as the ordinary form of Japanese Lespedeza which is often called Japanese Clover, but differs in several important ways. It makes several times the growth, the leaves are larger, the plant is much more erect, the stems are not so wiry and are much easier grazed. Its strong growth is such that it holds its own with carpet grass and almost crowds out bermuda grass.

While we have saved all of this crop for seed there is no question that when grown in full stand, it will make a wonderful hay crop. The self sown seed have persisted in sandy waste land since 1920 and held their own in heavy land in which it was started in 1922. The volunteer plants this season practically submerged all other growth except Dallas and carpet grass which held on by growing up through the mass of Lespedeza.

While we have only a small quantity of these seed for sale, we consider it so important that this variety of Lespedeza be promptly distributed that we are offering our stock for sale.

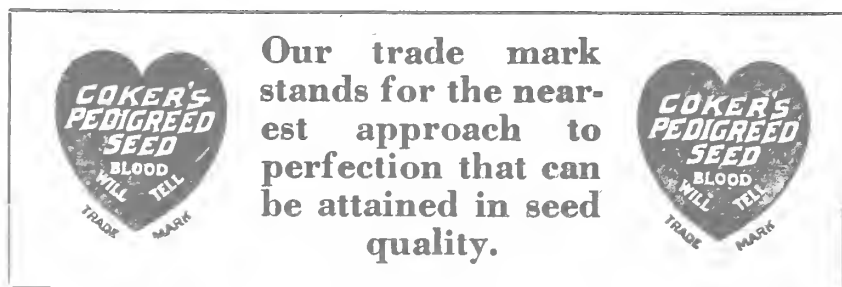
### PRICES

\$1.00 per oz.; \$6.00 per 1/2 lb.; \$10.00 per lb.; \$8.00 per lb. in 5 to 10 lb. quantities.

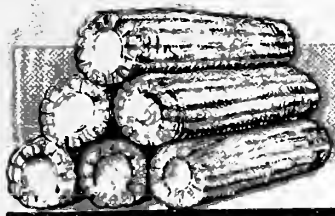
One pound of seed planted on one-half acre of good land in 4 ft. rows in hills 15 to 18 inches apart will probably meet in the rows and produce at least 50 lbs. of seed.



**Kobe Lespedeza Growing on Poor Sandy Soil**







*Seed with a*



*Reputation to Uphold*



## COKER'S PEDIGREED CHESTNUT SORGHUM

**Heads**—Large, compact.

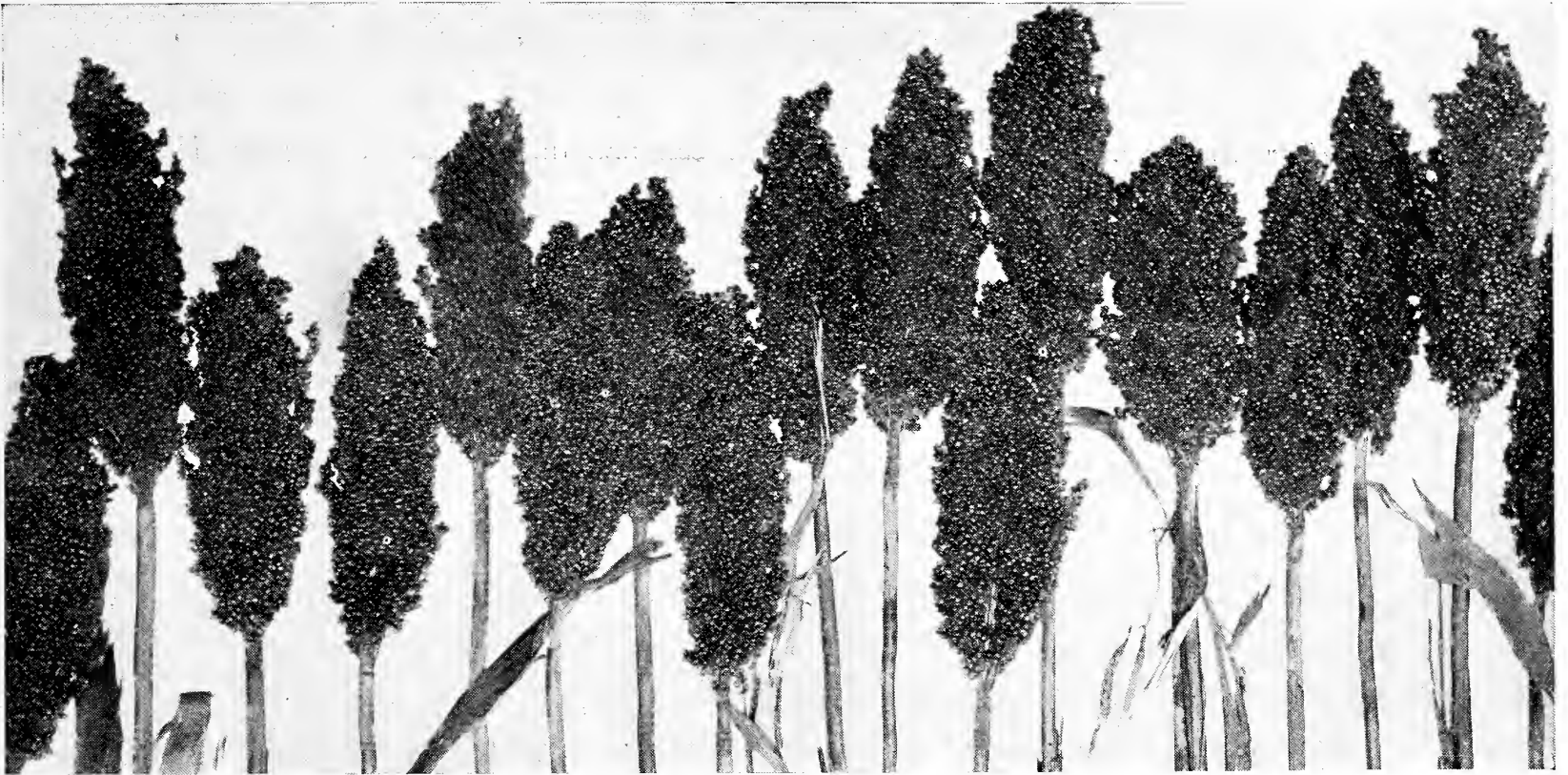
**Seed**—Large, brown, 1-3 to 1-2 exposed.

**Stalks**—Tall, medium small and sweet.

**Season**—Very early.

**Keeping qualities**—The best.

A valuable new sorghum. Distinctly different from any other commercial variety known. Originated by us and offered last year for the first time. While descended from Early Amber, yet it is so very different that to call it even a strain of Amber would be misleading.



**Heads of Coker's Pedigreed Chestnut Sorghum**

### PEDIGREE

Its pedigree dates back to head selections made in an Early Amber field in 1910. Coker's Chestnut is from a very striking progeny in a head-to-row test of this variety in 1919—its seed yield being 89.6 bushels per acre and green forage yield 11.29 tons.

### YIELDS

Coker's Chestnut Sorghum in 1921 variety test produced 18.4% more seed than Early Amber, 54.5% more than Early Orange and 30.1% more than Sumac. Green forage yield was 44.1% more than Early Amber and 45.1% more than Sumac. In 1923 it produced 20.1% more grain than Early Amber and 51.5% more forage.

### DESCRIPTION

Heads of Coker's Chestnut Sorghum are large, long, cylindrical and compact. Seed are large, one-third to one-half exposed and of dark brown or chestnut color. Stalks are tall, medium small, juicy, sweet

and keeping qualities after maturity are the best. Unlike Early Amber, the glumes mostly shed in threshing, giving a nice clean seed sample.

### USES

Coker's Chestnut is the best sorghum we know of for grain and forage purposes. When sown very thick broadcast it makes an excellent hay much relished by cattle and horses. Also good to sow with cow-peas for forage. Heavy crops of both seed and feed can be raised when sown in rows after small grain and cultivated; excellent feed for cattle and chickens, fine for ensilage, horses, mules, and hogs.

### SEEDING

Plant in succession April 1st to August 1st. There are over 19,000 seed of Coker's Chestnut per pound. If planted in 3 foot rows and hills 6 inches apart, 2 to 3 pounds per acre will be sufficient for seed production.

(Contrary to general belief, sorghum is a soil improver for heavy soils and soils deficient in humus.)

### PRICES

1 to 5 lbs., 25c per lb.; 5 to 10 lbs., 20c per lb. Larger quantities quoted on request. We have only a moderate quantity for sale.





## COKER'S PEDIGREED ASPARAGUS

**The Best High Producing, Tender, Green Asparagus for Market and Home Use.**

The Pedigreed Seed Company maintains the leading source of **pure seed** of the celebrated Washington and Mary Washington strains of Pedigreed, high yielding Asparagus. These seed fields have been under the personal supervision of Prof. J. B. Norton, the originator, since they were planted and all our seeds and roots are graded under his direction. Most of the

fields of the Washington strains now in America have come from our present stocks. Any one desiring to establish a seed field should get the best—direct from the original reselected stocks. Our fields are isolated from all inferior strains and are receiving expert attention.

**“Mary Washington is so much better that you can see the difference.”—J. B. Norton.**

Already we have booked many orders against this year's stocks, totalling a large percent of our available supply. Last year all stocks of the Mary Wash-

ington seed were booked entirely up before harvest. Mail us your order promptly. Shipment will be made at your convenience between harvest and planting time.

### PRICES

Reselected Pedigreed Washington Seed—prices postpaid; Packet 25c, 1 oz. 35c, 1/4 lb. \$1.00, 1/2 lb. \$1.90, 1 lb. \$3.30, 5 lbs. and above \$2.75 per lb.

Pedigreed Mary Washington Seed—prices postpaid; Packet 30c, 1 oz. 50c, 1/4 lb. \$1.75, 1/2 lb. \$3.00, 1 lb. \$5.00, 5 lbs. and above \$4.00 per lb.

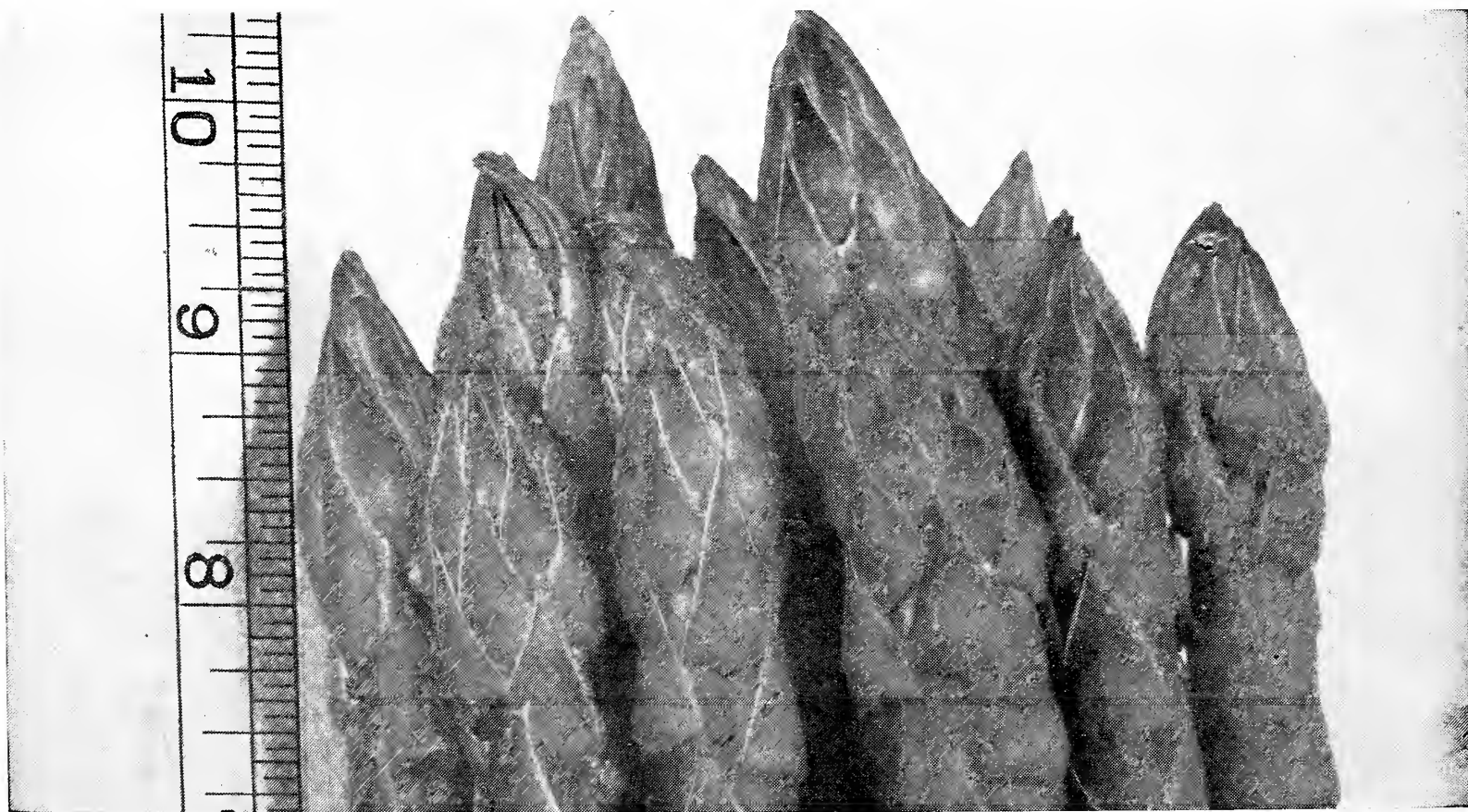
Reselected Pedigreed Mary Washington Seed—prices postpaid; Packet 60c, 1 oz. \$1.00, 1/4 lb. \$3.50, 1/2 lb. \$6.00, 1 lb. \$10.00, 5 lbs. and above \$8.00 per lb.

Selected Pedigreed Mary Washington Roots—prices not prepaid; 50—\$1.75, 100—\$3.00, 500—\$13.75, 1000—\$25.00 per thousand.

2 1/2 lbs. of Mary Washington seed will plant one acre in four foot rows.

Reselected Pedigreed Mary Washington Roots—(Breeding stock; seed from original first generation Mary Washington) prices not prepaid; 50—\$3.50, 100—\$6.00, 500—\$27.50, 1000—\$50.00 per thousand. These roots are the largest and finest one year old roots we ever saw.

Write for bulletin on Washington Asparagus.



**Natural Size Pedigreed Mary Washington Asparagus Tips (Two years old from seed)**



## A SPECIAL MESSAGE FOR YOU

For twenty years the Pedigreed Seed Company, under the guidance of Mr. D. R. Coker, has been investing thousands of dollars in the study and improvement of agricultural conditions in the South. The efforts of a large force of expert Agriculturists has been devoted to finding a solution of the farm problems that have arisen.

Realizing that the prime need of the Southern farmer was, and still is, the production of greater yields of higher quality, many new and valuable strains of field seed have been produced. Coker's Pedigreed Seed have long since taken a high rank in the lists of leading Southern seeds. "Coker's Pedigreed" has for years been recognized as a synonym for "highest quality."

The same interest in the improvement of farming, which actuates us in our seed breeding work, likewise

guides the "Coker corps" of specialists in taking on new activities.

Years of experimentation have proven the need of new agricultural machines and the improvement of old ones. New circumstances, including the advent of the boll weevil and the labor migration, necessitate machines to supplant laborious, costly hand methods as far as possible. Seeing this need, we are at work producing farm machines to help Southern farmers make greater profits.

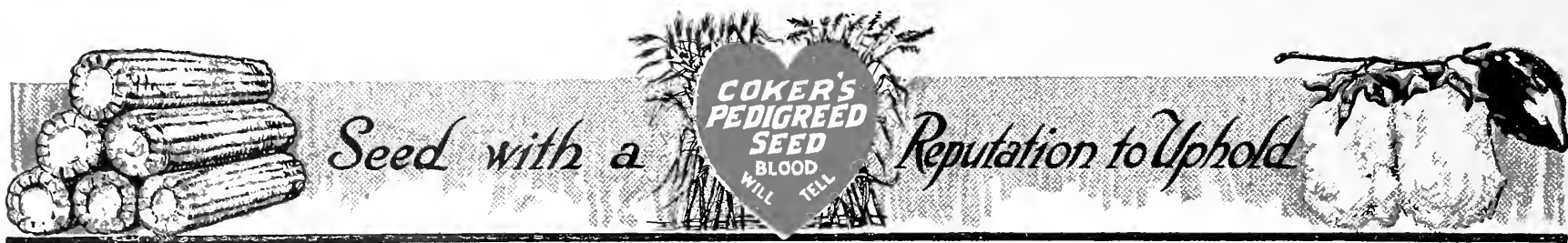
A modern plant has been equipped and is now manufacturing the machines portrayed in this folder. They are designed to fill certain definite farm needs. They are all savers of time, money, and labor. They are all practical and greatly needed, and, all carry the well known guarantee of satisfaction so well typified by the Coker Red Heart.



The Mark of Distinction and Quality  
in Pedigreed Seed



The mark of Durability and Satisfaction  
in Farm Machines



## COKER'S NITRATE OF SODA AND FERTILIZER DISTRIBUTOR

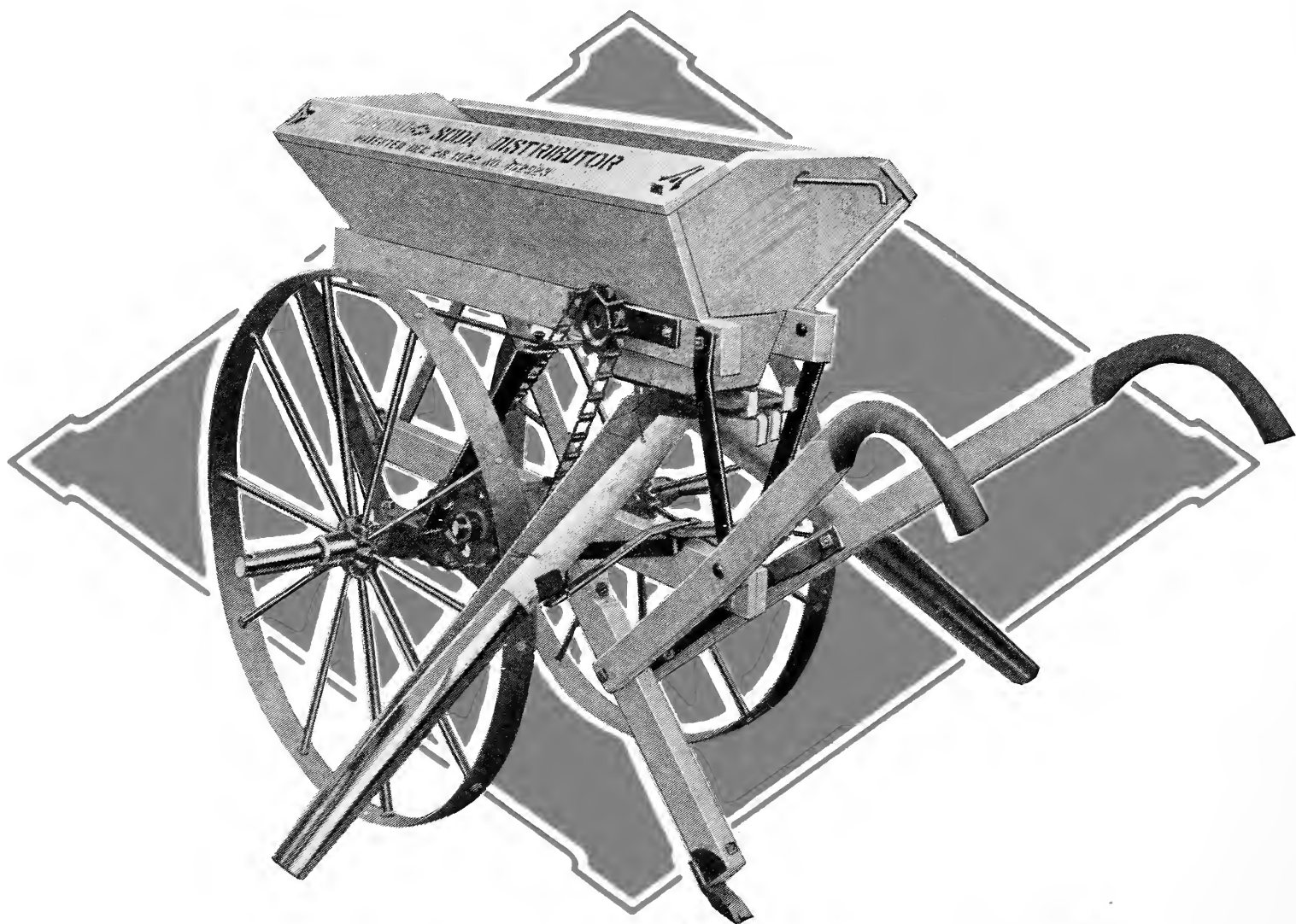
For Side Applications

### PULVERIZES AS IT DISTRIBUTES

Since the beginning of the extensive use of Soda the problems of pulverizing and distribution have been a burden to the farmer. The old laborious, hand method leaves a heavy quantity here—not enough there—which often results in spotted and ugly rows. One plant is frequently damaged while its neighbor starves. Large lumps—hand broken—are seldom reduced to an economical size; thus much of the

material goes to waste and is never used by the plant.

Coker's Soda Distributor overcomes both the problems of thorough pulverization and even distribution in one operation. It completely grinds the Soda into small particles and evenly distributes the proper ration of fertilizer to each plant in the row.

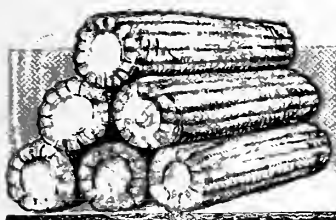


### SAVES LABOR, TIME AND MONEY

An exceptionally light and durable machine is Coker's Soda Distributor, perfected for the purpose of grinding and distributing Nitrate of Soda and other fertilizers at one operation quickly. The thoroughly pulverized material

is evenly distributed through two down spouts to two rows simultaneously. In eliminating the present unsatisfactory, slow and expensive hand method, this machine will pay for itself in a single season's use to say nothing of its tremendous saving in time and labor.





*Seed with a*

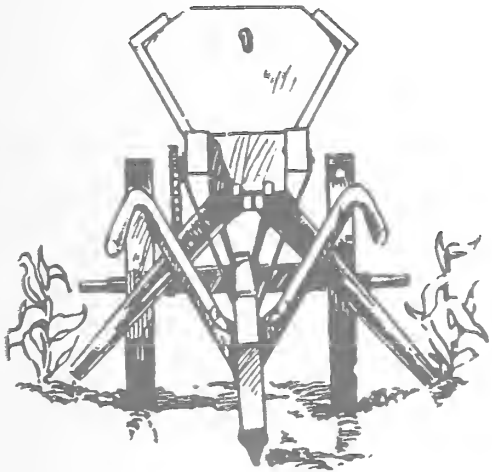


*Reputation to Uphold*

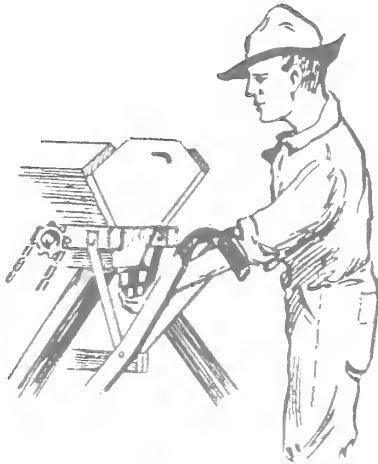


## COKER'S NITRATE OF SODA AND FERTILIZER DISTRIBUTOR

### DESCRIPTIVE FEATURES



**Covers two rows at each trip. Wheels and down spouts easily adjusted to row widths.**



**Handy regulation keys adjust distribution accurately and prevent waste at end of rows.**

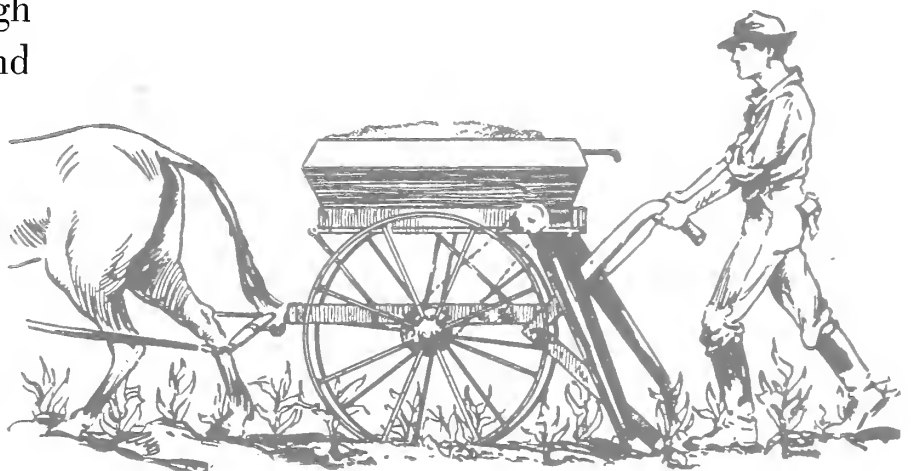
### SPECIAL TO YOU

Most soils are deficient in available ammonia (Nitrogen) and practically all crops respond profitably to applications of readily available ammonia. Nitrate of Soda is immediately available as a plant food and is also usually cheaper than any other ammoniate. It hastens the crop's maturity and largely increases its yield. When distributed by Coker's Soda Distributor your Soda will go further and accomplish more. Even distribution insures a more uniform crop and thorough grinding makes Soda act more rapidly and more profitably.

Exceptionally light draft—drawn by one mule, easily covers 15 to 16 acres per day. Thoroughly grinds and evenly distributes 50 to 150 pounds of Soda per acre, and as high as 600 pounds of ground fertilizer per acre—covering either one or two rows at each trip. Down spouts and wheels readily adjustable to width of rows—placing the fertilizer just where it is wanted. Handy shut-off keys quickly operated—preventing waste when turning at end of rows. Grinding chamber a perfected feature and feed regulators accurate—insuring thorough distribution at low cost. Ample hopper capacity of 150 pounds of Soda—making frequent refilling unnecessary. This is an exceptionally well built machine—capable of long wear. Used only for row distribution in the side applications of fertilizers.

### PRICES

**\$30.00 F.O.B. Hartsville, S. C.**

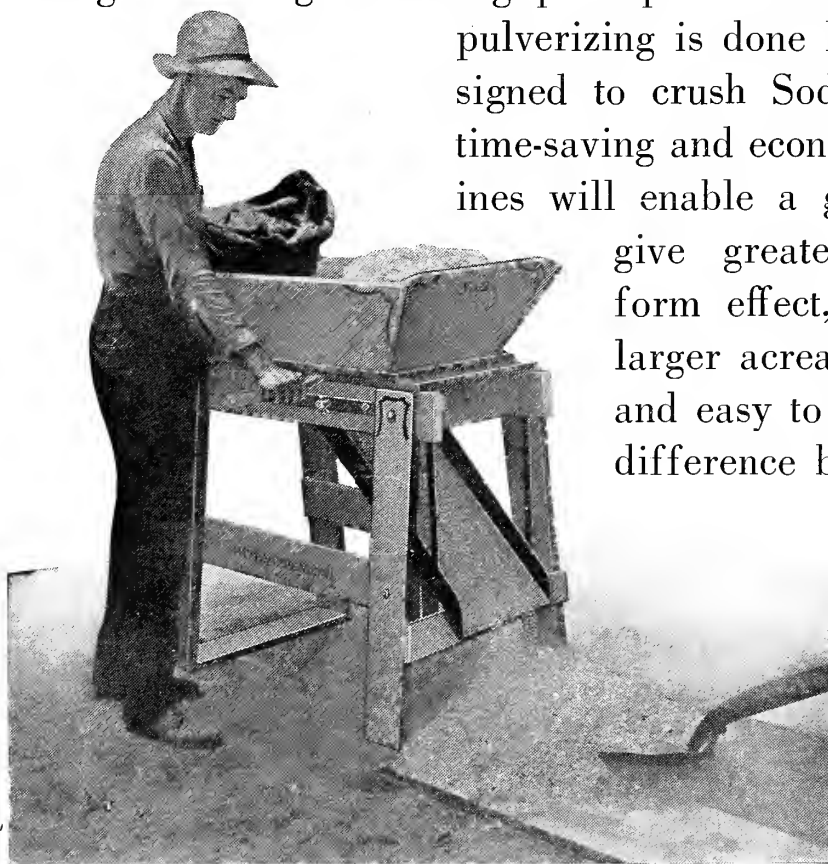


**Light carriage make distribution easy. One mule easily covers 15 to 16 acres per day. Thoroughly grinds and evenly distributes in one operation. Ample hopper holds 150 lbs.**



## COKER'S NITRATE OF SODA GRINDERS

In the preparation of Nitrate of Soda, particularly for general broadcasting or mixing with other fertilizers, it is essential that the Soda be thoroughly pulverized to admit of a uniform, most economical distribution. Thousands of farmers, who for years have been looking for a practical method of solving this problem satisfactorily, will gladly welcome the two efficient Soda Grinders — illustrated and described on this and the opposite page.



Coker's Soda Grinder No. 2

Both machines are built upon the same grinding principle. The same efficient, thorough pulverizing is done by both, and both are designed to crush Soda in the most practical, time-saving and economical way. These machines will enable a given amount of Soda to give greater efficiency, more uniform effect, and effectively cover a larger acreage. Both are economical and easy to handle, the only material difference being the size.



### COKER'S SODA GRINDER NO. 2 Hand Driven

A thoroughly practical machine perfected after years of study, to fill a long felt need for the farmer who uses a limited amount of Soda. It is very simple and easily operated, thoroughly durable, and, manufactured at a price not only reasonable and within the reach of all farmers, but at a price so low as to permit the machine to easily save its entire cost in a few months time.

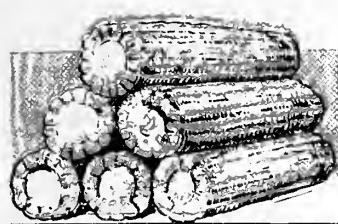
This excellent Grinder is easily fed with one hand while propelled with the other. A second operator can be used, if desired, in shovelling the pulverized Soda into sacks as it passes through the machine. A cast metal screen prevents the Soda from leaving the grinding

chamber until thoroughly pulverized, which feature ensures the crushing of Soda into small particles.

It is handy and its light weight permits it to be easily carried from place to place or loaded into open truck or wagon and hauled to the field for immediate service. Capacity 6 to 8 tons per day.

Every farmer in the South who plants as much as 25 acres in grain, or has occasion to mix or broadcast as much as 6000 pounds of Soda, should by all means own one of these machines. It will pay for itself in the grinding of the first several tons of Soda, by the elimination of large costly lumps alone.

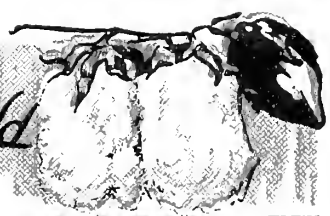
**PRICE** \$28.50 F.O.B. Hartsville, S. C.



*Seed with a*

**COKER'S  
PEDIGREED  
SEED  
BLOOD  
WILL  
TELL**

*Reputation to Uphold*



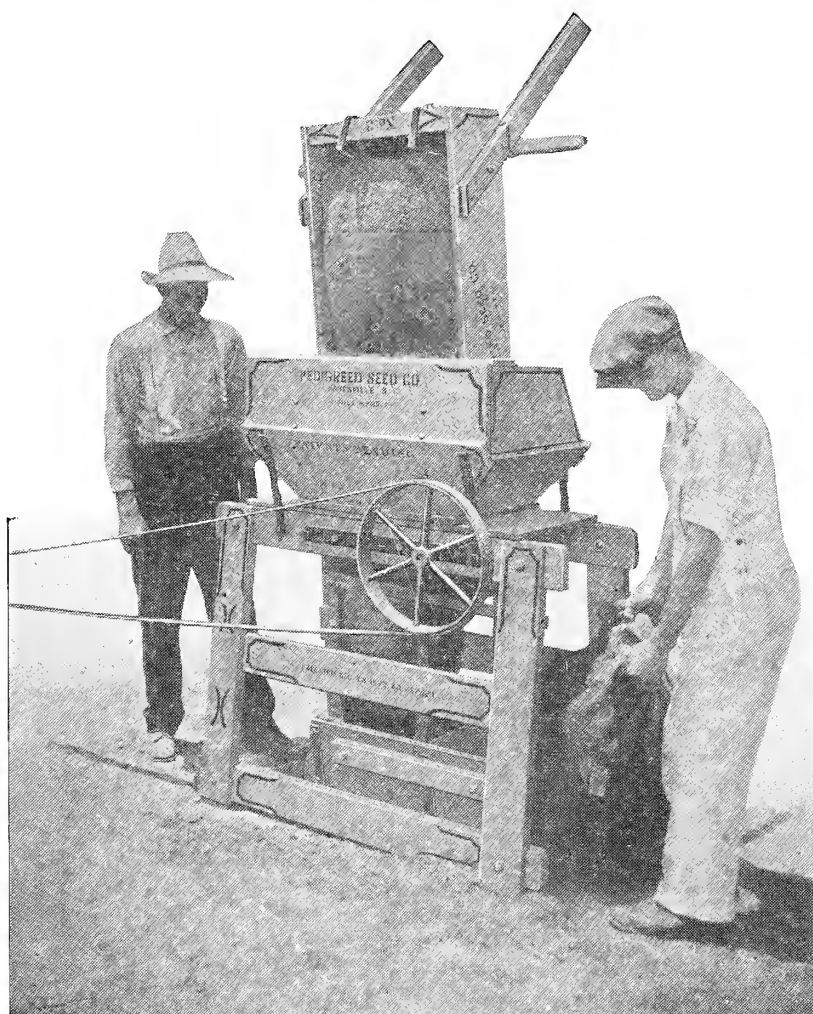
## COKER'S AUTOMATIC SODA GRINDER NO. 3

**Power Driven, Feeds, Grinds, Refills and Delivers**

Formerly Nitrate of Soda was ground in a haphazard way. Often the pulverizing was done with the hand on the barn floor. Frequently the feed mill or the bone grinder was used with occasionally fair results for the Soda, but with absolutely ruinous results for the machine. Soda is not eas-



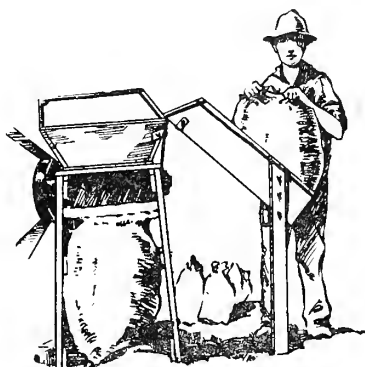
**Longest Service**



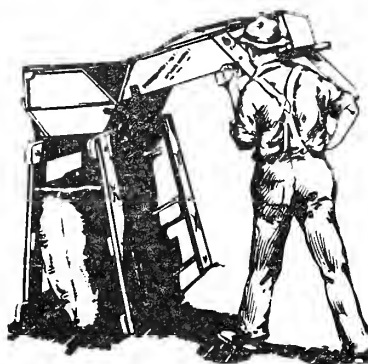
**Coker's Automatic Soda Grinder No. 3**

thoroughly substantial in every detail. Its automatic features permit automatic feeding, grinding, refilling, and delivering (see illustration below.)

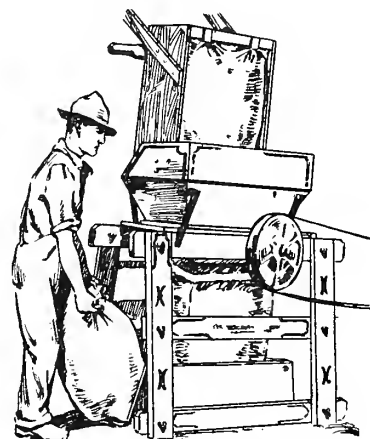
Specially constructed feed case holds sack of Soda, which when automatically turned upside-down, feeds through the hopper into grinders. Equipped underneath with a special delivery carriage which allows the sewing and unloading of one sack while another is being filled, thus saving time. These extra features necessitate no excessive heavy handling. Especially designed cast metal screen insures thorough grinding and patented burrs in grinding box are so constructed as to positively eliminate choking, clogging and sticking. Equipped with pull for power drive—1½ horsepower motor or engine required. Capacity 15 to 20 tons per day.



**Loading Sack of Soda in Portable Feed Case**



**Inverting Feed Case, Thus Feeding Contents of Bag into Hopper**



**Delivering Sack of Soda While Filling Another**

### PRICE

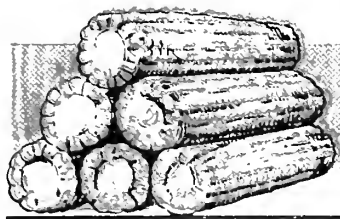
\$65.00 f.o.b. Hartsville, S. C.

ily pulverized, it is crystalline in form and will quickly rust and destroy a fine machine.

Coker's Automatic Soda Grinder No. 3 is a substantial and practical machine. It is thoroughly durable, perfected after years of experience and especially constructed to withstand the "rough and tumble" operation. With reasonable care it will last indefinitely, and absolutely eliminates the old laborious, expensive and vexing Soda grinding problem.

Coker's Automatic Soda Grinder No. 3 is a rapidly operating machine—built for rapid work and greatest capacity—though





*Seed with a*



*Reputation to Uphold*

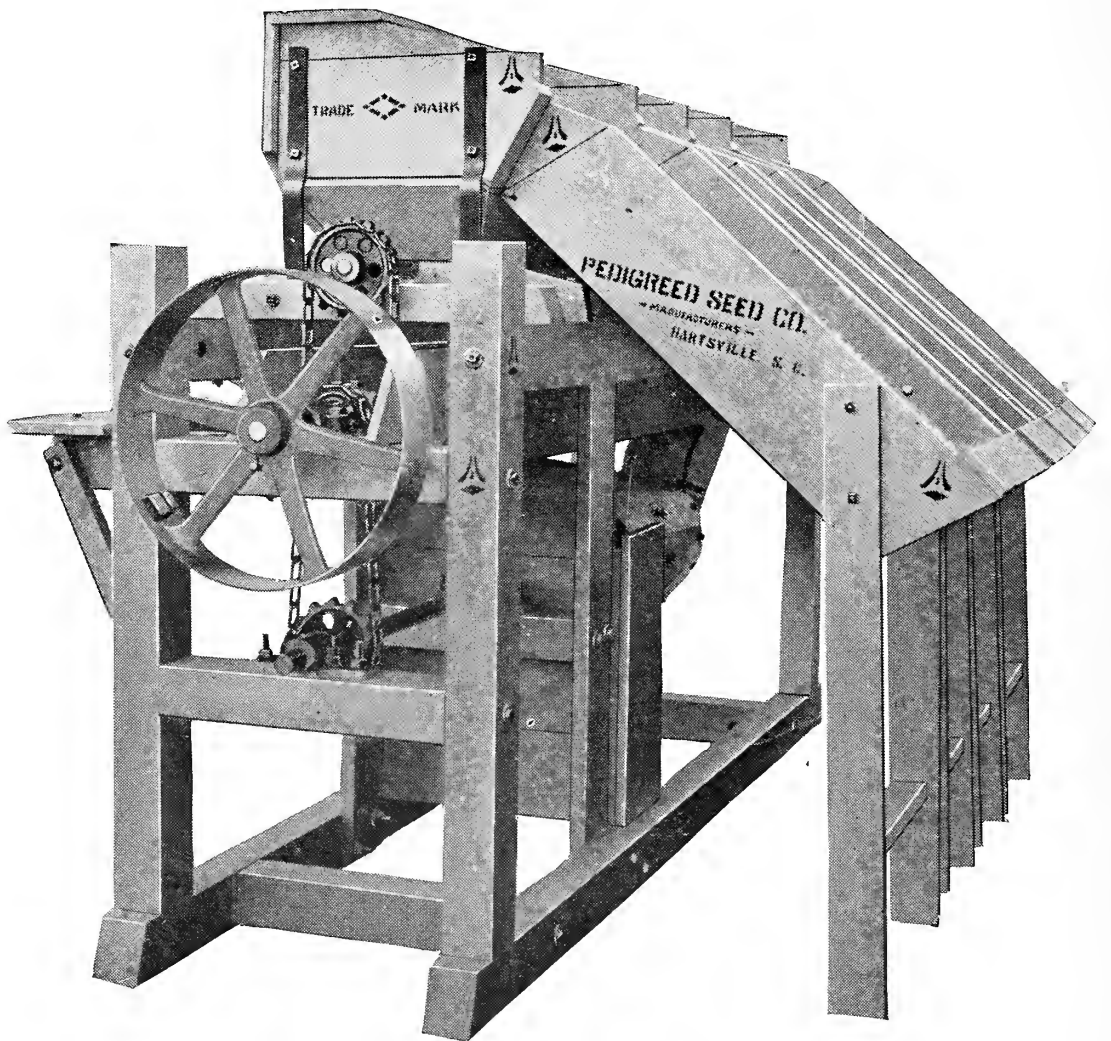


## COKER'S FERTILIZER MIXER

Since the days when Agriculture first learned the profitable use of commercial fertilizer—and its use became a practice generally—it has usually been the custom for the farmer to purchase his fertilizers ready mixed. It mattered not how simple his fertilizer requirements were or how unpretentious his formula; unless the farmer had facilities for home-mixing (which has seldom been the case) he had no other choice but to pay some one else for the services of mixing his fertilizer materials.

The object, therefore, in offering Coker's Fertilizer Mixer—illustrated and described on this page—is to meet the need of the individual farmer for an efficient method of mixing such fertilizer materials, as he prefers to buy in the raw state.

A glance at the accompanying illustration portrays the substantial construction of Coker's Fertilizer Mixer. Built of large, frame material, and is durably braced. This machine will render exceptionally long service with moderate care. Five feed cases hold the different kinds of fertilizer materials, which when inverted, automatically feed the different ingredients into separate hoppers located on the upper portion of the machine. The bottom of each hopper is equipped with patented feed grinders and regulating keys, which insure uniform feeding and accurate regulation of the material from each hopper. Each regulation key is individually adjustable so that the material can be fed from each of the hoppers in any desired quantity. The material from each of the five hoppers is simultaneously conveyed into an especially constructed revolving drum equipped with mixing paddles, which—after thoroughly mixing the materials—deliver the mixture to the side of the machine for sacking.



**Coker's Fertilizer Mixer**

Any farmer can save three to six dollars a ton on each ton of fertilizer he mixes. In addition to this saving, the farmer who does his own mixing knows just what his mixture consists of; and also regulates its ingredients to suit the particular needs of his different soils and the crops he intends to feed.

To the farmer who desires to effect this large saving, Coker's fertilizer Mixer will prove a most valuable addition to his farm equipment. Its use also gives him assurance of uniform mixing of his fertilizer materials, which this machine so quickly and so efficiently accomplishes.

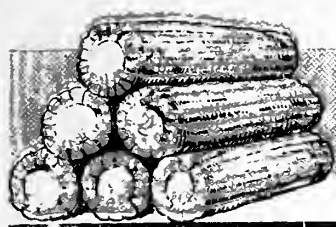
The capacity of Coker's Fertilizer Mixer is 18 to 20 tons per day and requires a 2 horse power motor or engine. When you sit down to figure out the net saving of this machine per ton and its capacity per day you will find that at the outside, Coker's Fertilizer Mixer will pay for itself in the first 3 days of continuous use. Can you afford not to make an investment that is capable of yielding a hundred per cent every 3 days?

**PRICE: \$190.00 F.O.B. Hartsville, S. C.**

Thoroughly pulverize fertilizer with Coker's Fertilizer Grinder No. 3 before mixing.



**Your Guarantee of Satisfaction**



*Seed with a*



*Reputation to Uphold*



## COKER'S POTATO GRATERS

Coker's Potato Grater is a thoroughly practical machine, designed, after months of careful study, for the purpose of grating potatoes, turnips, etc., into the most edible form for live stock, particularly cattle. The value of potatoes as a food for cattle is well known to every owner of a dairy herd, and, this machine, though very simple in construction, has been perfected to grate potatoes, turnips, and the like, in the most economical and time-saving manner. The potatoes are simply placed in the large open hopper on top of the machine, where their own weight—because of the especially constructed grinding chamber—carries them into contact with two revolving cylinders. These cylinders are thickly studded with rows of sharp, especially designed, teeth that smoothly cut the potatoes into thousands of small bits. Unlike ordinary food grinders, this machine does not crush, bruise or mash the potatoes, but smoothly grates the product into "Grape Nut" particles. This exclusive feature prevents the loss of the fluid content of the potatoes, and, when you save this succulent content you have saved a most valuable part of the potato. When potatoes pass through this machine they are reduced to the most perfect, digestible form possible—a form greatly relished by the stock.

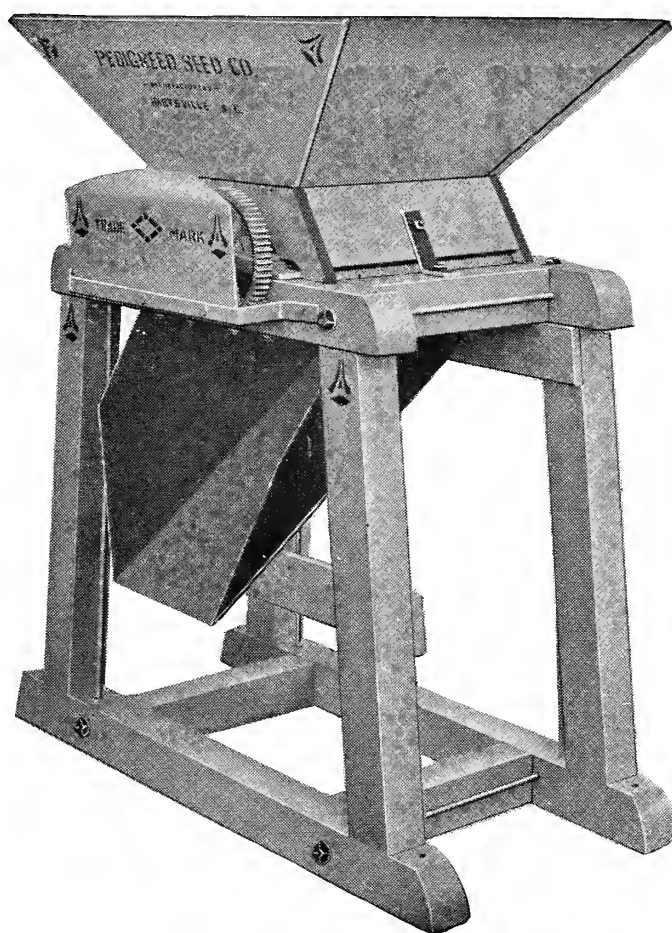
PRICE—Model No. 4, \$60.00; Model No. 5, \$70.00, F.O.B. Hartsville, S. C.

Coker's Potato Grater is offered in two sizes. Model No. 5 is the machine shown in the illustration on this page. It is power driven and has a large capacity usually sufficient to take care of the requirements of the large herd

owner. It is this model that we have used on our own dairy farm with satisfaction and we unhesitatingly recommend it to every owner of a dairy herd, who has a supply of roots or potatoes.

Coker's Potato Grater No. 4 is a smaller model propelled by hand crank, designed to take care of the requirements of the average farmer. It is constructed upon the same smooth grating principle as the larger model and does the same efficient, satisfactory work, the only material difference being

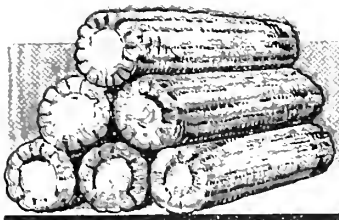
its capacity. In the feeding of potatoes, turnips or similar products, to your live stock, this handy, simple, though durable machine, will prove of great value and render you economical and efficient service for a long time.



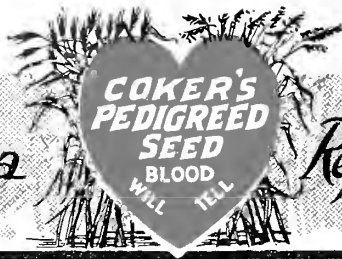
**Coker's Potato Grater—Model 5.**



**For Your Protection**



Seed with a



Reputation to Uphold



## COKER'S SPECIAL "CLIPPER" SEED CLEANER AND GRADER

A PRIME FACTOR IN ECONOMICAL, EFFICIENT FARMING

Hundreds of thousands of dollars have been lost to Southern farmers by the planting of small, undeveloped, shriveled, defective, injured, rotted and non-productive seed as well as chaff and trash. The average seed usually used contains an astonishingly large percentage of waste. To invest acreage of

good land, fertilizer and effort trying to make dead seed and trash grow is ridiculous, and yet a nice margin of profit is quite frequently lost to the planter through lack of care in cleaning and grading his seed. Common seeds frequently run 25% to 50% unproductive.

### COKER'S SPECIAL "CLIPPER" SEED CLEANERS

**Removes all light, immature seed and all trash and foreign matter**—by double screens and vertical air blast method. The most effective seed grader on the market. **Does effective work** with all Southern seeds, including Wheat, Oats, Rye, Barley, Cotton, Cow Peas, Sorghum, Soy

Beans, Burr Clover, Kaffir Corn, Vetch, Milo Maize, Alfalfa, Millet, Rape, Crimson Clover, Onion Seed, etc. All "Coker's Special Clippers" are fitted with a **special assortment of Twelve Screens**. Write for special bulletin on Clipper Seed Cleaners.

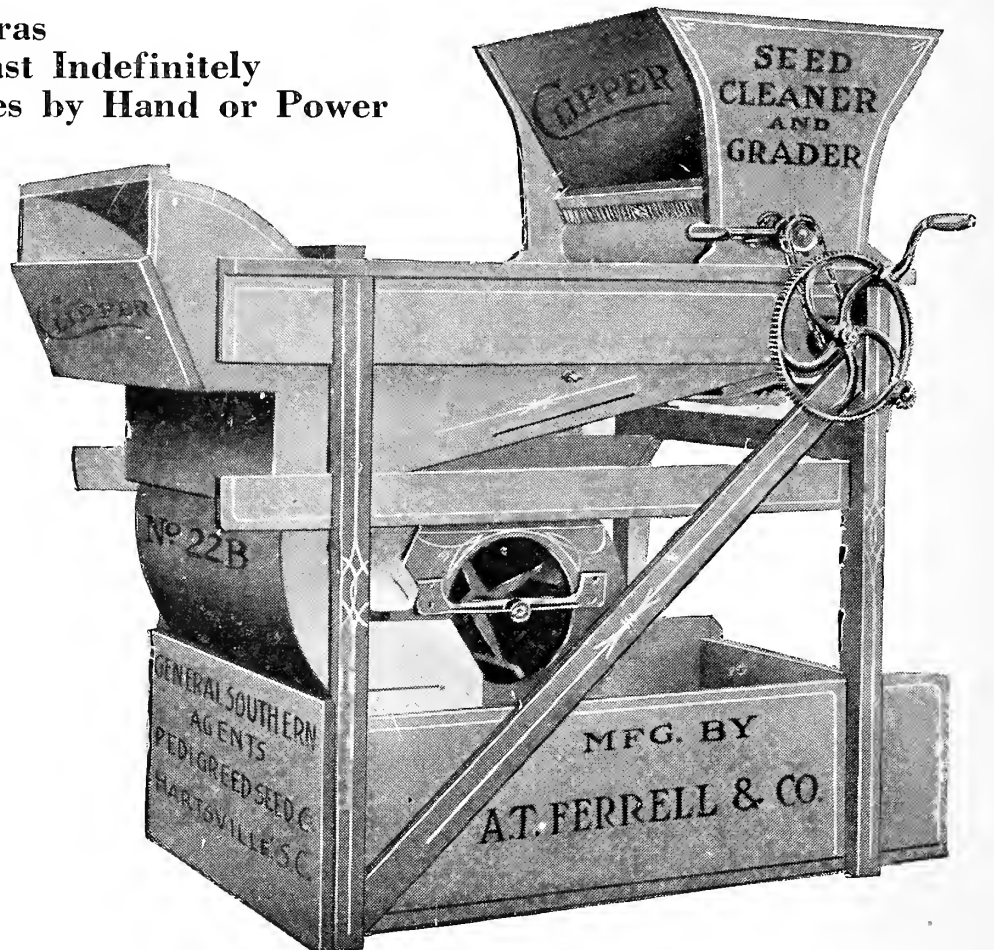
**Simple in Construction**  
**Easy to Operate**  
**No Complicated Parts**

**No Extras**  
**Will Last Indefinitely**  
**Operates by Hand or Power**

### CLEAN AND GRADE YOUR SEED

This fall is a good time to consider buying a Seed Cleaner and Grader. When you sit down and figure the **profit in increased yields** from planting seed graded on a Clipper Seed Cleaner, you will find that at the outside, it will take only one year for this machine to pay for itself on a TWO HORSE farm. **Can you afford not to make an investment that will yield a hundred per cent, and more every year?** We sell them on thirty days' trial, with money refunded if unsatisfactory.

Coker's Improved No. 22-B Clipper Cleaner is especially designed to clean and grade cotton seed as well as all general seeds. All three models are equipped with 12 screens. The No. 22-B and 2-B machines are furnished with both hand crank and power pulley while the 1-B is equipped with only hand crank.



### PRICES

F.O.B. Hartsville, S. C.

Coker's Improved No. 22-B Clipper Cleaner .....	\$54.50
Coker's Special No. 2-B Clipper Cleaner .....	46.50
Coker's Special No. 1-B Clipper Cleaner .....	38.50

## Coker's Pedigreed Seed Company, Hartsville, S. C.

GENERAL SOUTHERN AGENTS

For North and South Carolina, Georgia, Florida, Mississippi, Alabama, Louisiana and Arkansas



# BUSINESS TERMS

**LOCATION**—General Office and Seed Breeding Farms located at Hartsville, Darlington County, South Carolina, on the Atlantic Coast Line and Seaboard Air Line Railways.

**VISITORS INVITED**—We welcome visitors who are interested in the work we are doing, and, if notified in time, will meet them at the station on arrival. Many visit us each year—many from distant states and foreign countries.

**PRICES**—Our prices are cash with order. If remittance is not sent with order, it means a delay until we can write and receive the amount. Customers who have established their responsibility may have shipments made with sight draft attached to bill of lading. We make no special prices or reductions. We believe our seeds are worth what we charge for them, to one the same as another.

**REMITTANCE** may be made by personal check, bank check, money order, cash or stamps. We are not responsible for your remittance or order until it reaches us.

**TEN PER CENT. DEPOSIT**—On all cotton seed orders booked prior to December 1st for spring shipment we require a ten per cent. deposit of the total amount of the order to be made on or before December 1st. On orders placed after December 1st. for later shipment, a ten per cent. deposit is required with order. Customers who have established their responsibility may place their orders for immediate shipment with sight draft attached to bill of lading.

**METHOD OF SHIPPING**—Small shipments to a distance are usually cheapest by Express or Parcel Post. If you are not sure about cheapest way to have shipment made, send us a sufficient amount to pay charges and we will send cheapest way and return to you any balance after paying charges. Large shipments are always cheapest by freight.

**PREPAY STATION**—If your station is a prepay freight station, the amount of freight charges must be added to your remittance. Shipments to prepay stations cannot be made order notify.

**OUR RESPONSIBILITY**—Our seed are all carefully tested for germination and purity before they are sent out. Attached to every bag of seed we ship is a card on which is printed the percentage of germination and purity of that particular lot of seed. In no case do we ship seed that do not measure up to the highest standard. However, under no circumstances will we be responsible for the germination of seed after they have been planted as there are many reasons for imperfect germination of planted seeds other than their vitality, and, in no case do we give any warranty, expressed or implied as to descriptions, quality or productivity of our seed. If customer does not accept seed under these conditions they are to be returned at once.

**YOUR RESPONSIBILITY**—Examine your seed when you receive them and test them in any way you see fit. If, for any reason, they are not satisfactory, they may be returned to us within ten days after they are received, in the original package, at our expense, and we will refund entire purchase price. Customers must accept all responsibility for seed which have been in their possession more than ten days as the vitality of any seed may be lessened or killed after leaving our warehouse by subjection to moisture, heat, brine, chemicals, etc. Read carefully conditions stated under the caption "Our Responsibility."

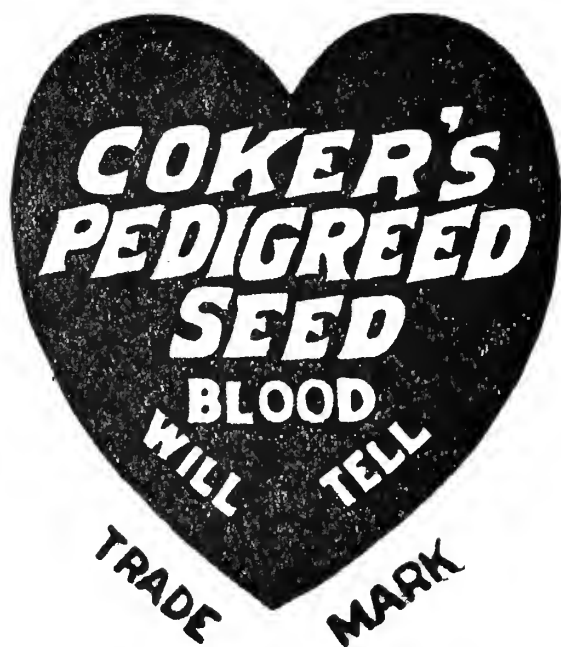
**WHEN THE SEED ARRIVE**—Our seed are put up in substantial bags and delivered to the railroad in good order. When seed arrive in bad order, do not accept the shipment or pay the freight until your station agent makes a statement to that effect on your receipted freight bill. Send this freight bill to us and we will make claim and collect it from the railway company for you.

**OUR CLAIMS**—We make no claims which our seed do not prove; we give the best quality seed that careful and expert breeding can produce; we exercise a personal care in handling our seeds at every point, recleaning and eliminating all except the strong and vital; we sell only such as are of the highest standard germination and purity and we give actual percentage figures of every lot.

**YOUR PROTECTION**—Our seed are all sent out in bags labeled "Coker's Pedigreed Seed" and bearing our Registered Trade Mark. Each bag also bears the O. K. tag of our President and is officially sealed before leaving our warehouse. No seed is genuine "Coker's Pedigreed Seed" unless it bears our official O. K. under seal and our Registered "Trade Mark." Protect yourself by insisting upon having only seed bearing our official O. K. tag and Registered Trade Mark.

## COKER'S PEDIGREED SEED COMPANY

David R. Coker, President,  
HARTSVILLE, S. C.



---

COPYRIGHT 1924  
BY  
**COKER'S PEDIGREED SEED CO.**  
HARTSVILLE, SOUTH CAROLINA

---